

February 1931

# The MANUFACTURING CONFECTIONER

Published by THE MANUFACTURING CONFECTIONER PUBLISHING CO., MDSE. MART—Chicago, Ill.  
Editorial Office, 303 West 42<sup>nd</sup> St., New York City.



*"Read whatever candy  
is manufactured."*

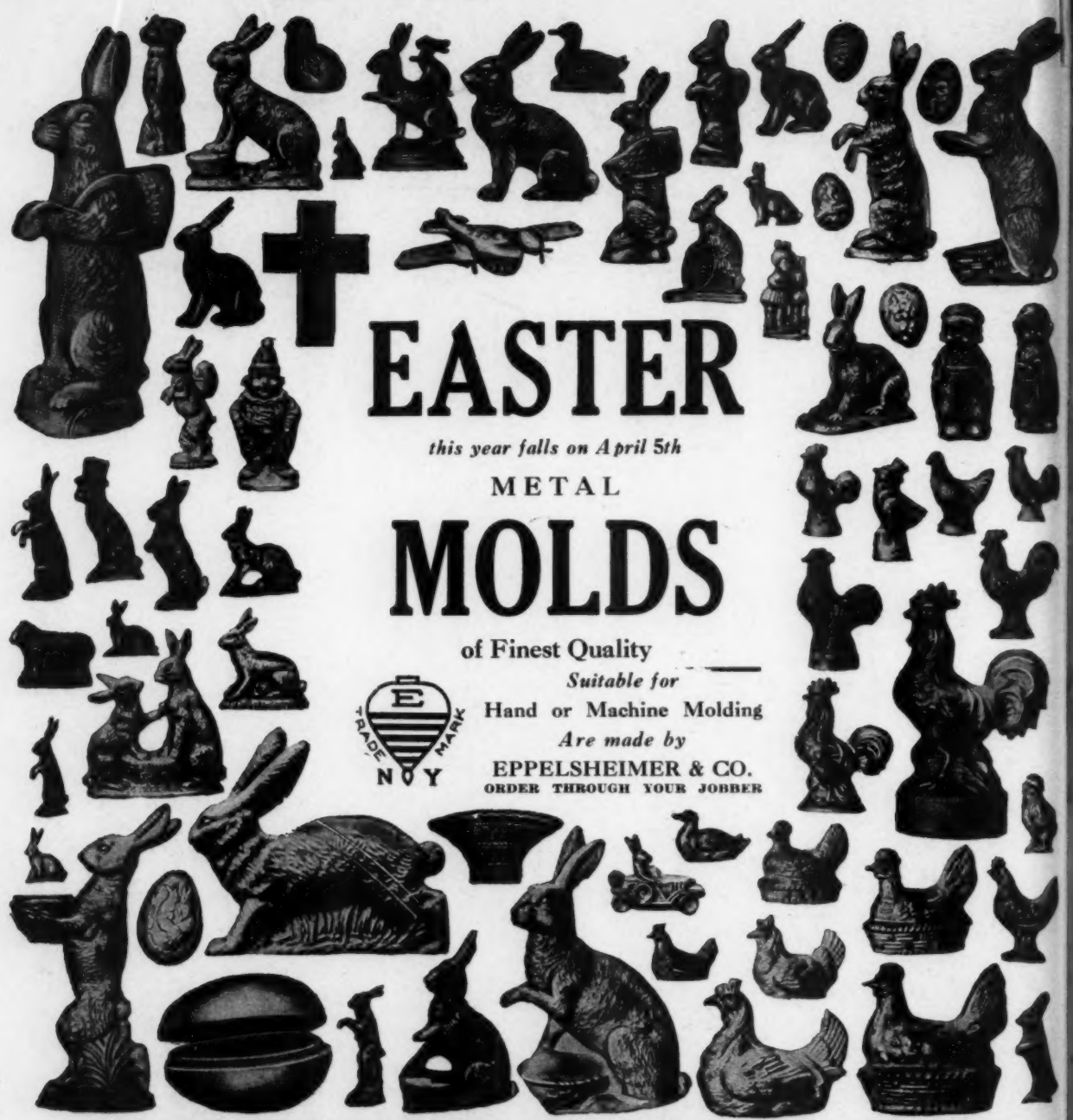
## IN THIS ISSUE:

The Importance of  
Laboratory Control . . . .  
..... *Harris*

Cacao Products Under  
the Federal Food and  
Drugs Act . . . . .  
..... *Salé*

Plotting Your Course  
for '31 . . . . .  
..... *Baker*

Are You Managing Your  
Business or Being  
Managed by It? . . . . .  
..... *Magee*



# EASTER

*this year falls on April 5th*

METAL

# MOLDS

of Finest Quality

*Suitable for*

Hand or Machine Molding

*Are made by*

**EPPELSHEIMER & CO.**

ORDER THROUGH YOUR JOBBER



## EPPELSHEIMER & CO.

34-44 HUBERT ST.  
NEW YORK

MOTHER'S HEART BOX  
MAKES A PRETTY MOTHERS DAY PIECE  
EXTRA COVERS CAN BE HAD LETTERED  
HAPPY BIRTHDAY  
TO MY VALENTINE



# The MANUFACTURING CONFECTIONER

Vol. XI

FEBRUARY, 1931

No. 2

## CONTENTS

EDITORIALS .....	28
The Allies and Competitors of Candy	
Speed Up the 1930 Survey	
Will You Answer the Lady?	
THE IMPORTANCE OF LABORATORY CONTROL IN THE MANUFACTURE OF CHOCOLATE AND COCOAS.....	Clarence P. Harris. 30
CACAO PRODUCTS UNDER THE FEDERAL FOOD AND DRUGS ACT....	
.....	J. W. Sale 34
THE CANDY MAN'S CALENDAR.....	37
PLOTTING YOUR COURSE FOR '31.....	A. C. Baker 38
ARE YOU MANAGING YOUR BUSINESS OR BEING MANAGED BY IT?	
.....	F. A. Magee 40
MONTHLY DIGEST OF TECHNICAL LITERATURE.....	44
THE CANDY CLINIC—DOLLAR CHOCOLATES.....	48
A DISCOURSE ON DOLLAR PACKAGES.....	Eric Lehman 56
YOUR ADVERTISING NEEDS H. E. THIS YEAR.....	58
RECLAIMING PROFITS FROM SCRAP.....	61
ALLIED TRADES SHOWING LIVELY INTEREST IN EXPOSITION.....	64
AS WE SORT THE MAIL.....	62
BUYER'S GUIDE.....	5
CLASSIFIED ADVERTISING.....	79
INDEX TO ADVERTISERS.....	82

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## ESSENTIAL OILS and Kindred Products

**The QUALITY PRODUCT plays  
the ace and wins each time**

*Improve the flavor of your candy by the use of our new line  
modern type fruit flavors.*

Apple,  
Apricot,  
Banana,  
Blackberry,  
Cherry,  
Wild Cherry,  
Red Currant,  
Black Currant,  
Gooseberry,  
Grape, Concord,  
Loganberry,  
Nectar,  
Peach,  
Pear,  
Pineapple,  
Pistachio,  
Plum,  
Quince,  
Raisin,  
Raspberry,  
Strawberry

*These concentrated flavors, moderately priced, produce an  
exceptional resemblance to the aroma of the fruit.*

**DODGE AND OLCOTT COMPANY**  
180 Varick Street New York City

*"The integrity of the house is reflected in the quality of its products."*

Acme  
Amer  
Brow  
Coola  
Eppel  
Green  
Hersc  
Huhn  
Ideal  
The  
Lustr  
Mille  
Mills  
Natio  
Pack  
Racin  
Simpl  
Tyco  
Unio  
Used  
Vend

Arom  
Atlas  
Blank  
Burn  
Cresc  
D. &  
Fries  
Fritz  
Seel  
Unge  
Vanil



# INDEX TO

## The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

### and Miscellaneous Advertising Directed to Manufacturing Confectioners

**POLICY:** THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

#### MACHINERY AND EQUIPMENT

Acme Starch Board .....	72
American Candy Puller .....	77
Brown Chocolate Bar Moulding Machine.....	17
Coolairco Systems .....	27
Eppelsheimer Easter Molds .....	Second Cover
Greer Confectioners' Machinery .....	42-43
Hersey Starch Conditioner .....	21
Huhn Starch Dryer and Conditioner.....	78
Ideal Wrapping Machines .....	78
The Lipemeter .....	74
Lustr Koold Conditioning & Cooling System.....	71
Miller & McKelvey .....	19
Mills Mixers and Beaters .....	23
National Equipment Confectioners' Machinery.....	50-51
Package Wrapping Machines .....	18
Racine Confectionery Machinery .....	20
Simplex Vacuum Cooker .....	77
Tycos Thermometers .....	25
Union Used and Rebuilt Machinery.....	3rd Cover-77
Used Machinery .....	Back Cover
Vending Machines .....	72

#### FLAVORING MATERIALS

Aromatic Essentials .....	15
Atlas Flavors .....	70
Blanke-Baer Dipping Fruits .....	8
Burnett's Extracts .....	68
Crescent Mapleine .....	69
D. & O. Essential Oils .....	4
Fries & Bro., Alex., Flavors.....	74
Fritzsche Bros. Flavors .....	9
Seeley Flavors .....	70
Ungerer's Lemon and Orange Oils.....	6
Vanillin Monsanto .....	10

#### CONFECTIONERS' SUPPLIES

##### MISC. RAW MATERIALS

Atlas Plastic Food Colors .....	70
Baker's Milk Coatings .....	12
Cerelose .....	15
Clinton Corn Syrup .....	74
Convertit .....	76
Guittard Chocolate Coatings .....	11
Gum Tragacanth .....	72
Hooton's Coatings .....	73
Merckens Chocolate Coatings .....	7
Nulomoline .....	71
Pfizer's Citric Acid .....	73
Roba Coatings .....	Insert
Rockwood Chocolate Coatings .....	14
Ross and Rowe, Inc., Yelkin.....	75
Runkel's Chocolate Coatings .....	66
White Stokes Whistojel .....	69

##### GELATIN

Atlantic Gelatine .....	77
"Delft" .....	72
Keystone Gelatin .....	75

#### FOR THE PACKAGE AND BAR GOODS DEPARTMENT

American Paper Products .....	67
Du Pont Cellophane .....	26
Fisher's Foils .....	24
Foxon Labels .....	70
Gay Stuffed Toys .....	68

##### MISCELLANEOUS

Fam's Cost Accounting Course .....	67
Dr. Clarence P. Harris .....	75

# **Gold Anchor Brand**



## LEMON and ORANGE OILS

**T**HERE is a marked difference in the quality of Italian oils of Lemon and Orange emanating from various sources in Italy.

Realizing this, it is with pardonable pride that we offer our GOLD ANCHOR brand citrus oils as the ultimate in quality. They are produced for us by S & G De Pasquale of Messina, Italy, whose reputation as producers of the finest hand-pressed oils is world wide. Only rigid adherence to the superior hand-pressed method of production and the selection of the best of the Italian fruit crop, afford them this rank.

We unqualifiably guarantee that the unsurpassed strength, unvarying uniformity and freedom from rancidity of the GOLD ANCHOR oils will more than repay the consumer for the slight premium in the initial cost.

New crop prices for Italian citrus oils are quoted slightly higher than those which have prevailed for the past few weeks. In spite of these higher quotations from Italy, substantial advances are unlikely, but today's prices represent the most favorable levels witnessed in many years. We recommend purchasing at this time, and will be very pleased to submit samples and quote prices on specific quantities.



# **UNGERER & COMPANY**

**NEW YORK**

Philadelphia . . . Boston . . . Atlanta . . . Toronto . . . Chicago . . . St. Louis . . . San Francisco

**We Challenge the World to Produce a Better Coating**



*The art  
of a  
Master  
Craftsman*

*The art of fine chocolate making reaches  
its highest development in the perfection of*

## **MERCKENS FONDANT PROCESS CHOCOLATE**

Many years of practical experience are back of the composition of this master chocolate

**MERCKENS CHOCOLATE CO., Inc.**  
**BUFFALO, N. Y.**

BRANCHES:  
BOSTON—131 State St.  
NEW YORK—25 W. Broadway  
LOS ANGELES—412 W. Sixth St.  
CHICAGO—Handler & Merckens, Inc.  
180 W. Washington St.



We recommend the following brands of  
Fondant Process Chocolate:

Richmond Vanilla	Bourbon Vanilla
Bonita Vanilla	Cincinnati Vanilla
Yucatan Vanilla	Brighton

*Let us send samples to*

*blend right with your centers*



If you want action from your Salesmen  
in increasing your candy sales, put out  
an "ALL-FRUIT BOX" containing

## **BLANKE-BAER DIPPING FRUITS**

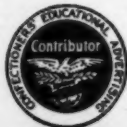
**Pineapple Cubes**  
**Peach Cubes**  
**Dipping Raisins**  
**Dipping Kumquats**  
**Dipping Strawberries**  
**Dipping Cherries**

Now is the time to start working on this "All Fruit Box" so as to have it ready for your "Fall drive." You should also make it a rule to include in every box of your Fruit and Nut Assortment a liberal quantity of Fruit Filled Chocolates containing these Dipping Fruits.

*Write for full information and contract prices*

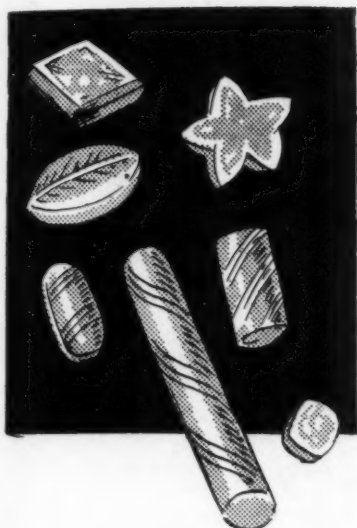
# **Blanke-Baer Extract & Preserving Co.**

3224 South Kingshighway



St. Louis, Missouri, U. S. A.





• FRITZSCHE  
• BROTHERS Inc •

# HARD CANDY

FLAVORS

*Improved*

## Fruit Type

Apple  
Apricot  
Banana  
Blackberry  
Cherry with Pit Effect  
Cherry without Pit Effect  
Cherry, Wild  
Cranberry  
Currant, Black  
Currant, Red  
Gooseberry  
Grape  
Loganberry  
Peach  
Pear  
Pineapple  
Plum  
Quince  
Raspberry  
Strawberry  
(Fresh Fruit Effect)  
Strawberry  
(Preserved Fruit Effect)  
Tutti Frutti

## Floral Type

Am. Beauty Rose  
Carnation  
Crab Apple Blossom  
Heliotrope  
Honeysuckle  
Hyacinth  
Jasmine  
Jockey Club  
Lily  
Lily  
Lyriana  
Musk, Rose, Violet  
Wistaria  
Orange Flowers  
Sweet Clover  
Sweet Pea  
Turkish Lilies

## Special Types

Birch Beer  
Honey  
Root Beer  
Rum  
Sherbet  
Vanilla and Tonka Imitation

## ARE MORE NATURAL

because they reproduce faithfully the natural flavor of the products by whose names they are designated.

## ARE MORE EFFECTIVE

because they contain no alcohol or water but do introduce special odorless, flavorless and colorless vegetable fixatives that enable the delicate constituents of the flavors to resist high temperatures and retard evaporation and alteration.

## ARE MORE VARIED

because there are over fifty different flavors in this group, including all the popular fruit and floral effects, with some special features such as Honey, Rum, etc.

## ARE MORE CONSISTENT

If the manufacturer decides to add one or more new hard candy flavors to his line, he will find conditions governing one will serve for all—that each individual flavor in this group possesses the same strength and general characteristics and costs the same as the next.

## AND COST LESS

If contrasted with the old-fashioned ethereal type of flavors, FRITZSCHE BROTHERS' Hard Candy Flavors IMPROVED are of relatively low cost, yet they are more powerful, lasting and economical to use, besides reproducing the very taste of the fruit itself.

Ask for Samples and Complete Information

**FRITZSCHE BROTHERS, Inc.**  
A FLAVOR FOR EVERY PURPOSE

78-84 Beekman St., New York

118 West Ohio St., Chicago

TORONTO: Fritzsche Brothers of Canada, Ltd., 77-79 Jarvis St.



*Leadership  
Based on  
Merit*



# VANILLIN MONSANTO IMPROVED



## Try It in Your Formula

Results obtained from this superior Vanillin are constant and gratifying. Users not only appreciate its high quality but are glad to take advantage of its low price. A trial of Vanillin Monsanto Improved in your formula will convince you of its merits. Order enough for a thorough test.



Other Monsanto Products include COUMARIN MONSANTO, METHYL SALICYLATE, U.S.P. AND SODIUM BENZOATE, U.S.P.

**Monsanto Chemical Works**  
ST. LOUIS, U.S.A.

District Offices at

10 East 40th St.  
NEW YORK

143 State St.  
BOSTON

500 No. Dearborn  
CHICAGO

373 Brannan St.  
SAN FRANCISCO

# GUITTARD COATING

## HAS A FINER CHOCOLATE FLAVOR

### 6 ADVANTAGES IN USING GUITTARD COATING

1. Higher Gloss
2. Easy Workability and Smoothness
3. Greater Heat Resistance
4. A Finer Chocolate Flavor
5. Quicker Setting and More "Snap"
6. Absolute Uniformity

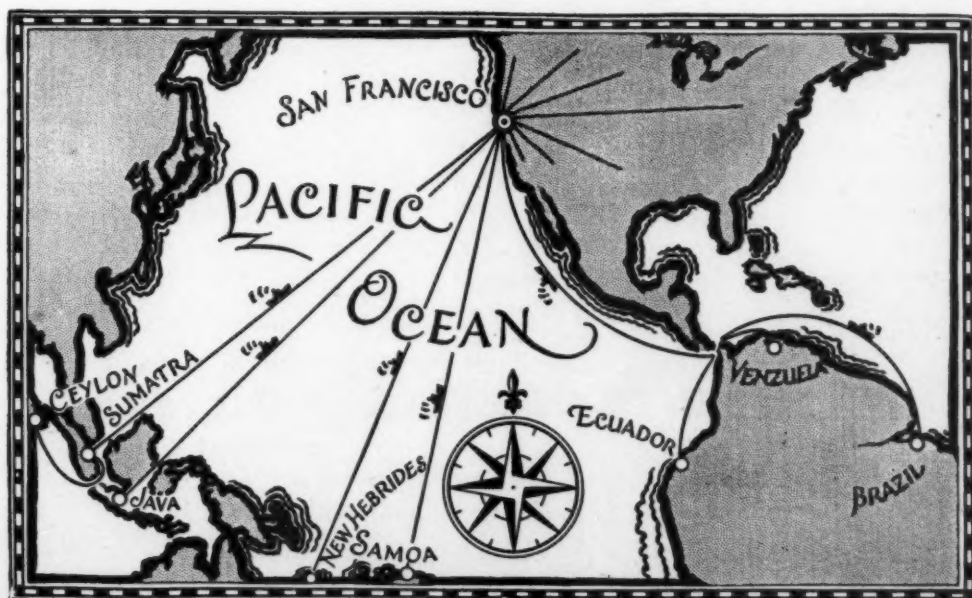
**B**ECAUSE it is made from the finest cocoa beans. To San Francisco come the golden colored cocoa beans from Java and the South Seas, also the highly flavored cocoa from Venezuela, Ecuador and the West Indies. These are carefully chosen and blended to obtain the finest flavor. In the GUITTARD plant, under ideal climatic conditions, the proper roasting, refining, aging and conching are accomplished by the most modern machinery — backed by over sixty years experience in the manufacture of quality

Chocolate Coating

GUITTARD CHOCOLATE CO.

Est. 1868

SAN FRANCISCO





## What the name **BAKER** means to you

**C**ONSTANTLY increasing numbers of the leading manufacturing confectioners agree on one point, namely, that the name Baker on a coating insures them of the *best* that they can buy. For they realize that Baker experience and Baker scientific methods of production are unequalled.

Whether you require coatings for a volume line or the highest grade box confections, you will find a Baker coating to meet your needs. From every point of view, Baker Coatings give the most dollar-for-dollar value.

*There's a Baker Coating  
for every taste, color and  
price requirement.*



REG. TRADE MARK

*Baker's Laboratory and  
Technical Staff are at your  
service. Use them!*

**WALTER BAKER & CO., Inc.**  
DORCHESTER, MASS. MONTREAL, CANADA

*Chicago Office, 208 WEST WASHINGTON STREET  
Pacific Coast Representatives, MAILLIARD & SCHMIDELL*



# CERELOSE Widens the Bottle-neck in Gum and Jelly Production

by Shortening Drying Time



*This is where the average starch room fits into the picture of factory production. A decrease in drying time means an increase in the capacity of the cooking room.*

**T**HE average candy plant operates its gum-cooking room at only partial capacity because of the check in the flow of production which takes place in the starch-room.

The use of Cerelose in gums and jellies effects a marked reduction in this starch-room congestion. That is because gums made with Cerelose contain less moisture at any given consistency and can therefore be dried much more quickly.

Or, if you have sufficient starch-room capacity, the quicker boiling properties of Cerelose batches enable you to effect a saving of

time in cooking—frequently as much as 25 per cent.

Cerelose, again, reduces sweating and spoilage dangers, makes possible closer batch control than with the inversion process, and produces finished gums and jellies with marked improvements in texture and eating quality.



In addition to explaining the general technique of Cerelose in candy manufacture, this loose-leaf manual contains many valuable formulas. It is yours for the asking.

Practical information, including formulas, on the use of Cerelose in gums and jellies (as well as in all other general classes of candies) is contained in *The Cerelose Handbook*. If you have not yet received your copy of this loose-leaf handbook of modern confectionery practice, write for it today.

# CERELOSE

THE REFINED DEXTROSE FROM CORN

CORN PRODUCTS REFINING COMPANY

17 BATTERY PLACE

NEW YORK, N. Y.



# GLORIA

The  
dawn of a new  
era in the Chocolate World.

Gloria—A Chocolate Coating—  
flavored—Manufactured by our New  
Process which brings a moderate priced  
piece of the high priced ones.

Gloria—The distinctive line  
**ROCKWOOD & CO.**

BROOKLYN, N. Y.  
LOS ANGELES

1930

# Coconut Absolute

(imitation)

Possesses the utmost fidelity of flavor and aroma to the fragrant fresh coconut. Its worth in food products of all descriptions has already been proven. **Will neither bake nor freeze out.** COCONUT ABSOLUTE may be used alone or in conjunction with desiccated coconut to which it restores the delicious character lost to the fruit during desiccation.

1 oz. to 100 lbs. cream or 50 lbs. hard candy

Price—\$4.00 per lb.

---

# Banana Absolute

(imitation)

Reproduces the golden banana flavor in its true character.

1 oz. to 100 lbs. cream or 50 lbs. hard candy

Price—\$4.00 per lb.

---

*Try Them!*

---

*We are specialists in pure fruit extractions  
which reproduce the flavor of the fresh fruit  
in your creams, bon bons, etc.*

## van Ameringen-Haebler, Inc.

*Manufacturers and Importers of*

*Flavor Materials*

*Essential Oils*

*Aromatic Chemicals*

*Perfume Specialties*

314 Fourth Avenue, New York

180 No. Wacker Drive, Chicago

826 Clark Avenue, St. Louis

42 Wellington Street, E. Toronto

*Factory, Elizabeth, N. J.*

**THIS  
IS THE  
WAY TO GIVE  
CHILDREN CANDY**



Candy is a splendid energy food for children. And how they love it! Properly given, it is easily digested, and rich in quick energy so needed by them.

Give children candy after meals—as dessert. In this way they will eat as much as they should and not too much. Too, candy after meals will keep normal children from munching between meals.

Our candies are always fresh and pure.

# Here's a deal for the dealer that's a deal for you, too!

Big among the activities of N. C. A. is the vigorous promotion of candy advertising by retailers.

The result—millions of lines of local advertising in newspapers from coast to coast—shows that dealers are ready and willing to use good advertising material, if it is made available to them.

Now here's where you come in: Supply the dealer with mats of attractive, well prepared advertisements which he can use to increase his candy sales. The dealer in turn will be glad to feature your products in his advertisement.

***Sweeten the day with Candy***

The mats you see here show how this is done. N. C. A. headquarters will furnish you with a wide variety of mats prepared like the one to the left. These you give to the dealer who has the newspaper insert his name and the copy featuring your products, as shown at the right.

You render the dealer a valuable service. He features your products in his advertising.

Write for proof sheets of the entire series we have available for your use. They cover a wide range of subjects, include various appeals. Use them. They will get results for you.

**NATIONAL CONFECTIONERS' ASSOCIATION**  
111 West Washington Street, Chicago

Striking window strips in color for all the important holidays cost only 1c apiece from N. C. A. headquarters. Order a supply for all your dealers now. The biggest holidays of the year will soon be here!



**THIS  
IS THE  
WAY TO GIVE  
CHILDREN CANDY**



Candy is a splendid energy food for children. And how they love it! Properly given, it is easily digested, and rich in quick energy so needed by them.

Give children candy after meals—as dessert. In this way they will eat as much as they should and not too much. Too, candy after meals will keep normal children from munching between meals.

Our candies are always fresh and pure.

**Blank's Delicious Candies**  
in Attractive Boxes, 70c to \$2.50

**Blank's Special Christmas**  
Mixture, 50c lb.

**Blank's Assorted Sweets, 69c lb.**

**John Doe's Confectionery**  
732 Main Street

***Sweeten the day with Candy***

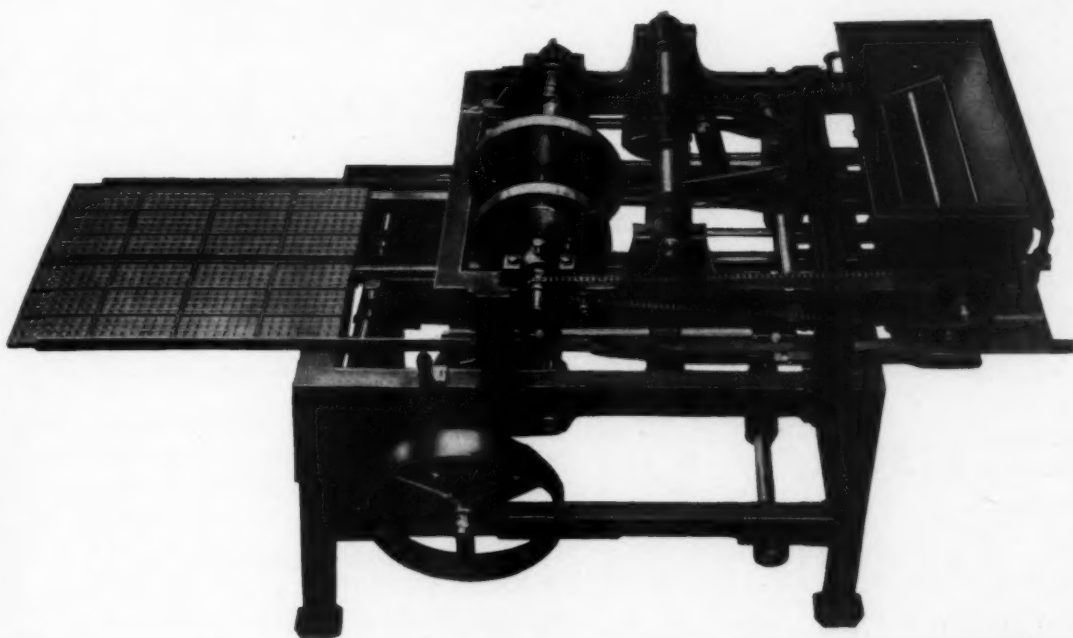


# BROWN

## CHOCOLATE BAR MOULDING MACHINE

for

### Plain Bars, Nut and Raisin Bars



**T**HIS is the new, **improved** "Brown" Chocolate Bar Moulding Machine.

Some of its outstanding advantages are:

**Peanuts, raisins, almonds** or other **solid materials** are mixed with the chocolate and deposited.

It is easily adjusted for weight and feed of moulds.

It will deposit bars weighing from  $\frac{3}{4}$  oz. to 2 lbs.

**No tailing.** No conveyor-chain or belt to be soiled with chocolate.

**No mould, no deposit.**

Accurate weight.

**Easily installed** in conjunction with your present equipment.

Range of production from 1,000 lbs. to 7,000 lbs. per hour, depending upon size of bar.

These machines have been in operation for the past seven years in some of the most prominent chocolate plants in the United States and Canada, in most cases having replaced other equipment heretofore regarded as standard.

Can be furnished for semi-automatic and entirely automatic operation.

Why not investigate its possibilities? Send for Bulletin No. 16.

MANUFACTURED BY:

## BROWN BROTHERS MANUFACTURING CORP.

11 Canal Place, New York City

Direct Factory Sales Representatives:

MILLER & McKELVEY, INC., 60 East 42nd Street, New York City

# Now



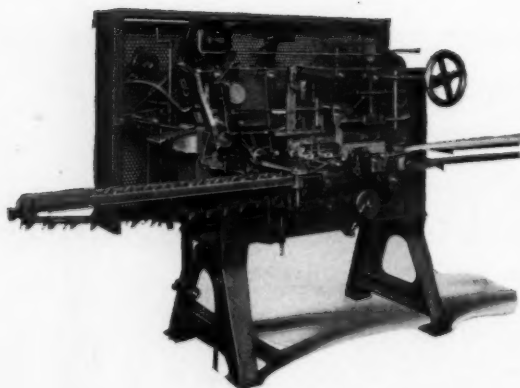
## you can wrap candy bars in Printed Cellophane by Machine

Candy manufacturers will welcome the news that bar goods can now be successfully wrapped in printed Cellophane by machine.

The Bunte Bar shown above is an example of the wrapping produced by our machine. Note that the machine places the design in the right position on the bar. The end-folds are neat; flaps are securely fastened. The bars may be regular or irregular in shape. Wraps 25,000 to 30,000 bars daily.

Printed Cellophane makes an attractive wrapping, displays the name of the product effectively, and enables the buyer to see the candy—*appetite appeal*.

We will be glad to give you full particulars about printed Cellophane wrapping. Get in touch with our nearest office.



PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

New York Chicago Los Angeles

London: Baker Perkins, Ltd.



### PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines



An actual photograph, in full color, of Easter eggs covered by coatings made and decorated with Roba.

## Extra profits for you in Roba-coated Easter goods

Easter goods, which have coatings made with Roba, possess several unusual advantages over the fondant type. Here are the more important ones:

### **Candies stay fresh longer**

Roba-coated goods can be made up weeks in advance, without danger of their becoming hard or losing their freshness.

### **Easter goods can be decorated in a variety of colors with the same basic coating**

The Roba coating used for decorating stays fresh as long as the goods themselves; it does not harden and become unpalatable.

Roba is the perfected confectioner's hard butter. It lends to coatings much of its own remarkable stand-up properties. It helps Easter goods to keep their fresh appearance and flavor longer than the fondant type.

It helps to seal the freshness in your cream centers because Roba makes a non-porous coating.

Try Roba. With its help, you can materially increase the salability of your Easter goods and make them more profitable than ever to handle.

**PROCTER & GAMBLE, Cincinnati, O.**

**NO COMPLICATED FORMULA**—There is no complicated formula to follow in making Roba coatings. They can be made in any type of mixing or beating machine. But you cannot add a small percentage of Roba to your regular fondant coating and expect to get proper results. *Roba coatings must be made according to our scientifically developed and proven formula.*



This perfected confectioner's hard butter offers you these definite advantages:

- 1 Uniformly high quality.** Each lot of Roba is exactly like the previous one, assuring uniform results in goods in which it is used.
- 2 Melting points** as uniform as human ingenuity and scientifically controlled processes can assure. There's a melting point for your every need.
- 3 Bland and neutral.** Roba has no flavor of its own to interfere with the true taste of your most delicately flavored goods.
- 4 Strikingly sharp fracture and decided "snap".**
- 5 Unusually fine stand-up properties.** Helps candies to stand up under severe temperature and humidity conditions.
- 6 An all-purpose hard butter.** Use Roba for coatings, bon-bons, caramels, nougats, scotches, toffees, kisses and chewing candies.
- 7 Convenient to use.** Roba is moulded in 10-pound cakes, scored in 1-pound graduations. You can quickly and accurately measure the exact amount you need. Each cake packed in a sanitary double parchment bag.

It will pay you to investigate the many advantages of Roba. Let your own chemists test it in your favorite coating and filling formulas. A free sample for this purpose is yours for the asking.

PROCTER & GAMBLE, Cincinnati, Ohio

MAIL THIS COUPON FOR A FREE SAMPLE OF ROBA

PROCTER & GAMBLE (Roba Dept.)  
Gwynne Bldg., Cincinnati, O.

Please send me a free test sample of Roba.

Specify ☐ melting point desired

Name.....

Firm Name.....

Business Address.....

City.....State.....



# AT YOUR SERVICE

## THESE MEN . . . .



ARTHUR F. MILLER was, until recently, in charge of sales of confectioner's equipment for Baker Perkins Co., Inc. For twelve years prior to that time he represented John Werner & Sons, Inc., of Rochester, N. Y. These connections have brought him in contact with executives of the leading chocolate, baking, biscuit and confectionery manufacturing concerns, to whom he has entree.

DAVID M. McKELVEY was Consulting Engineer and Manager of the Engineering Department of National Biscuit Company for eleven years. His technical and baking experience are at the service of clients and customers.



## THIS FIRM . . . .

MILLER and McKELVEY, Inc., has been organized to serve as direct factory representatives of a few machinery manufacturers having modern equipment of outstanding merit for the chocolate, bread, biscuit and confectionery industries. This firm is also in a position to consult with and advise its customers in a technical capacity, regarding plant layouts and production economies.

May we have the opportunity of conferring with you about your production and equipment problems?

# MILLER AND MCKELVEY, INC.

60 East 42nd Street

New York City

Telephone: Vanderbilt 3-3626

## REPRESENTING

J. W. Greer Co.  
Greer Coater and Cooling Tunnel  
Fish Rotary Oven Co.  
Established 1874

The Peerless Bread Machine Co.  
Mixers and Flour Handling Equipment

Louisville Drying Machinery Co.  
Starch and Flour Conditioner

Brown Brothers  
Brown Chocolate Bar Moulding Machine

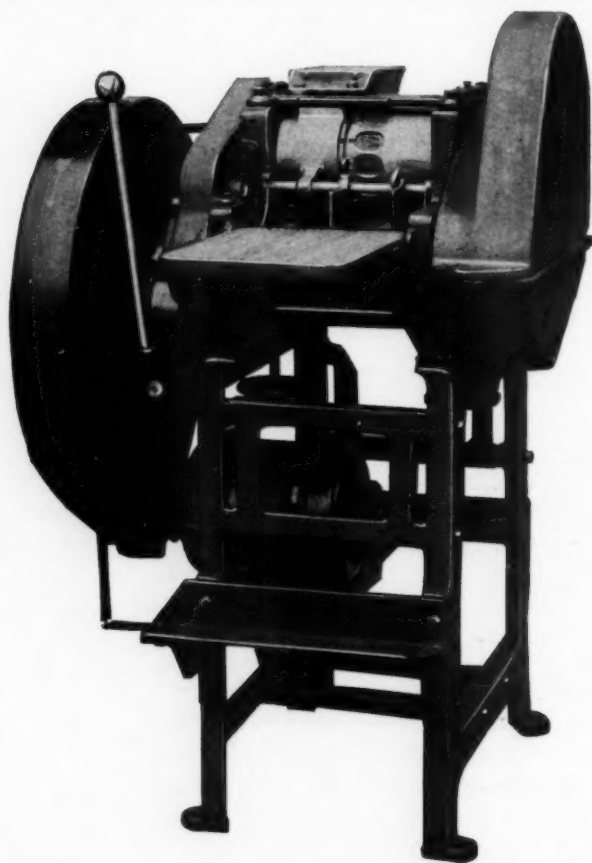
Thos. Burkhard, Inc.  
Copper Kettles, etc. Coppersmiths since 1836





## Racine Automatic Sucker Machine

(PATENTED)

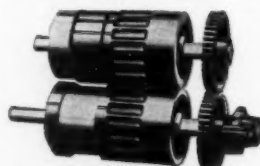


This is the machine that made the "all day sucker" the most popular form of hard candy in America.

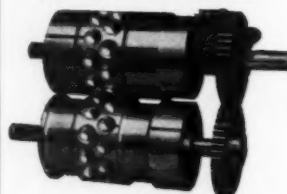
The latest model pictured above represents years of gradual development and because of the variety of its products it is practically a complete hard goods equipment in itself.

It is supplied with pulley for belt drive or with motor direct connected as illustrated. The length of conveyor is optional but 24 feet with air tunnel and motor driven blower is the accepted standard.

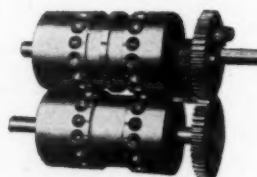
*Note the variety of products made by these interchangeable rolls.*



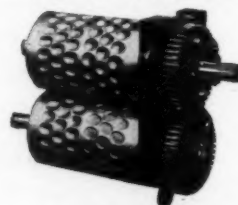
**STANDARD SUCKER ROLLS**  
Candy on one end of the stick



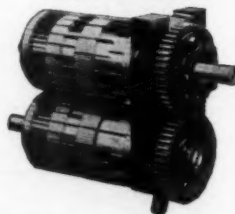
**DUPLEX SUCKER ROLLS**  
Two suckers at a time



**DUMBELL SUCKER ROLLS**  
Candy on both ends of stick



**DROP ROLLS**  
Engraved as desired



**CUTTING ROLLS**  
Waffles and Satin Finish Goods

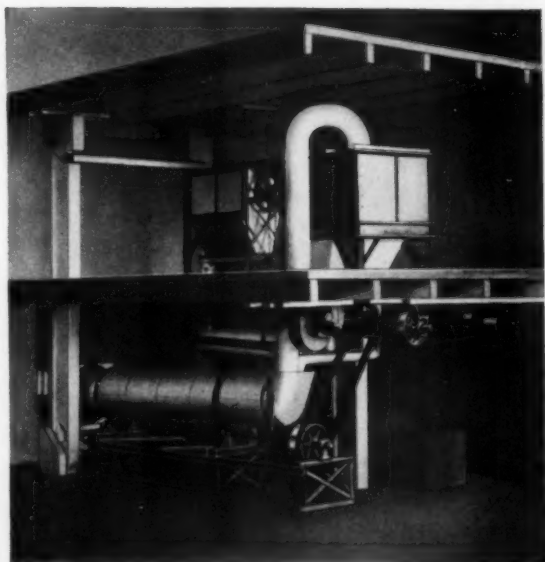
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RACINE, WISCONSIN, U. S. A.

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The Hersey Starch Conditioner is so flexible in installation that it may be adapted to any one, two, or three floor plan layout.

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## "WON BY A SWEET"

THE FAMOUS CANDY PROMOTION FILM

— gives our business  
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**E**NTERPRISING manufacturers, wholesalers, and retailers in all sections of the country are promoting many showings of this entertaining, educational, and candy-selling motion picture. ● For instance, more than 25 showings were made during December and January in and around Chicago through the courtesy of the Speakers' Bureau of The Chicago Association of Commerce.

● Talks on candy and timely business topics were made at all these meetings; candy was served as dessert with the compliments of Chicago candy manufacturers, and copies of the booklet —The New Knowledge of Candy—were distributed. ● You, too, can arrange easily for a number of showings in your community through your local chamber of commerce, service clubs, Y. M. C. A's., and other organizations. Write us now for complete information. ● ● ● ●

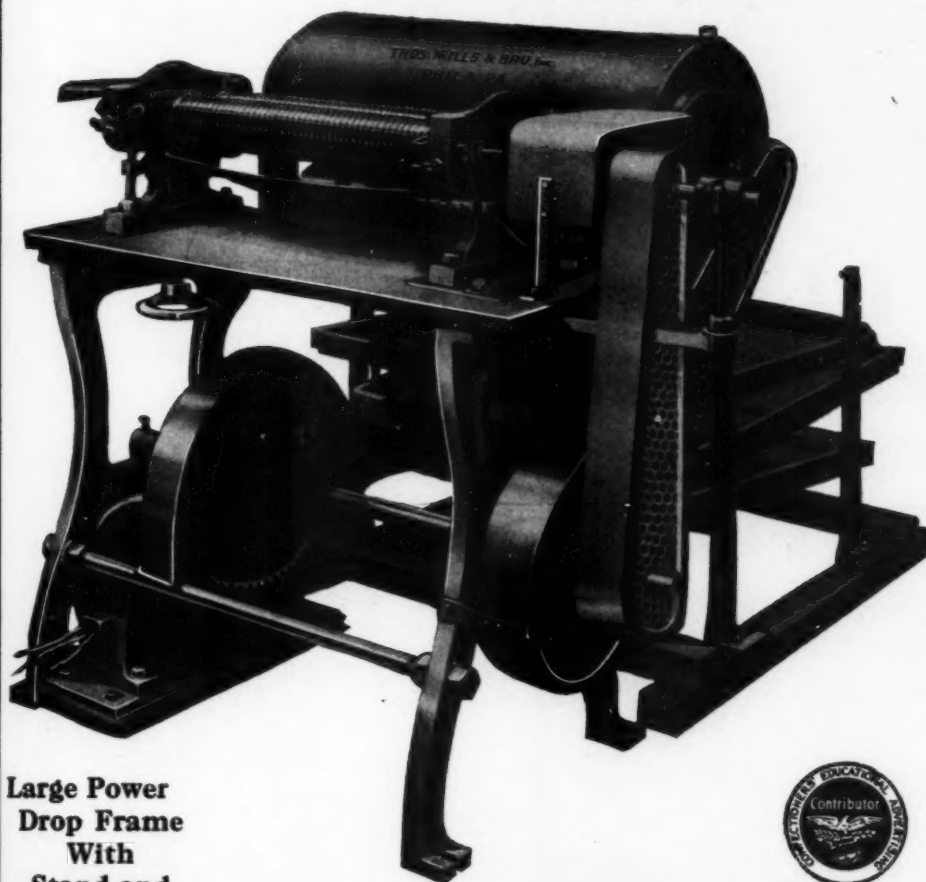


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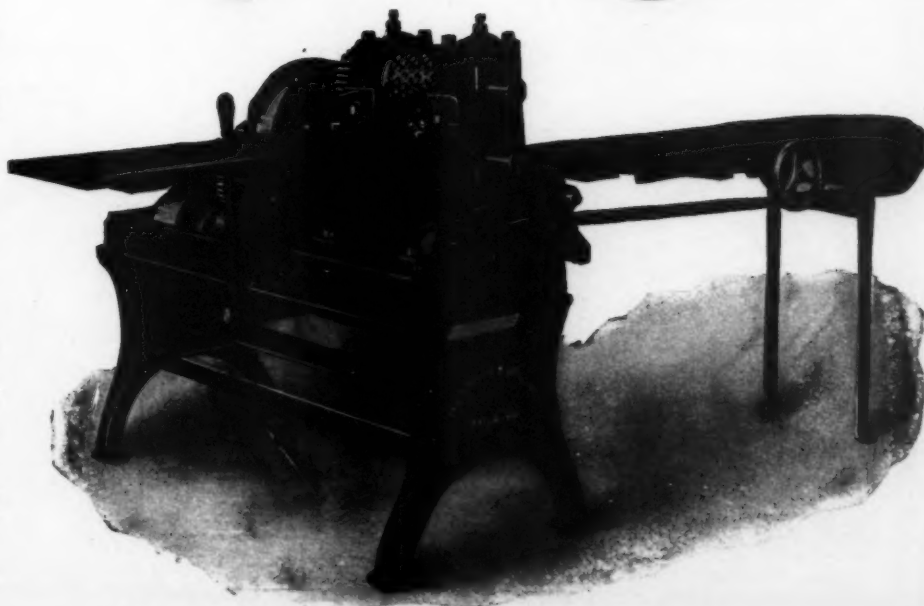
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**Improve Your  
Production  
By  
Installing  
This  
Labor Saving  
Machine**

**Send for Special  
Circular**

**Large Power  
Drop Frame  
With  
Stand and  
Endless Belt  
Conveyor  
Attachments**

—○—  
**Used In All  
The Largest  
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Any design made to order.

See that your Foils are Fisher's! Rely on finer quality, better service at no more cost than you're paying now.

May we send Samples and quote for your special needs?

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"We have today received the Foil ordered and would like to reiterate our appreciation of the way you have executed the order, especially the little time taken for delivery."

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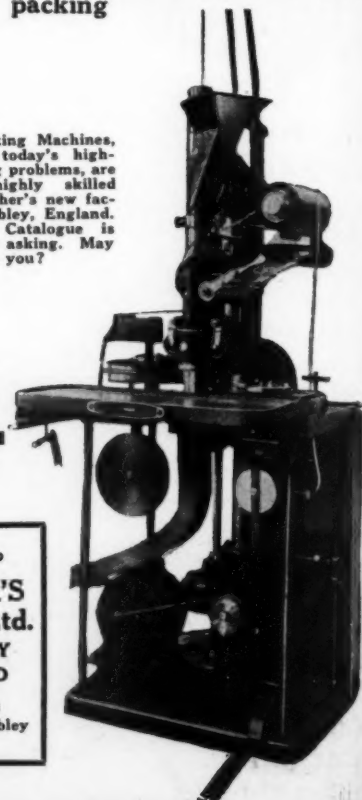
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# SEVEN

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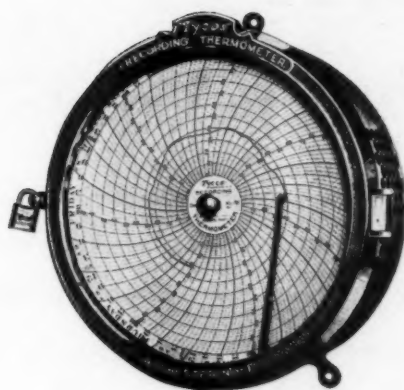
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This is a Tycos Self - Contained Recording Thermometer for room or outside temperatures.

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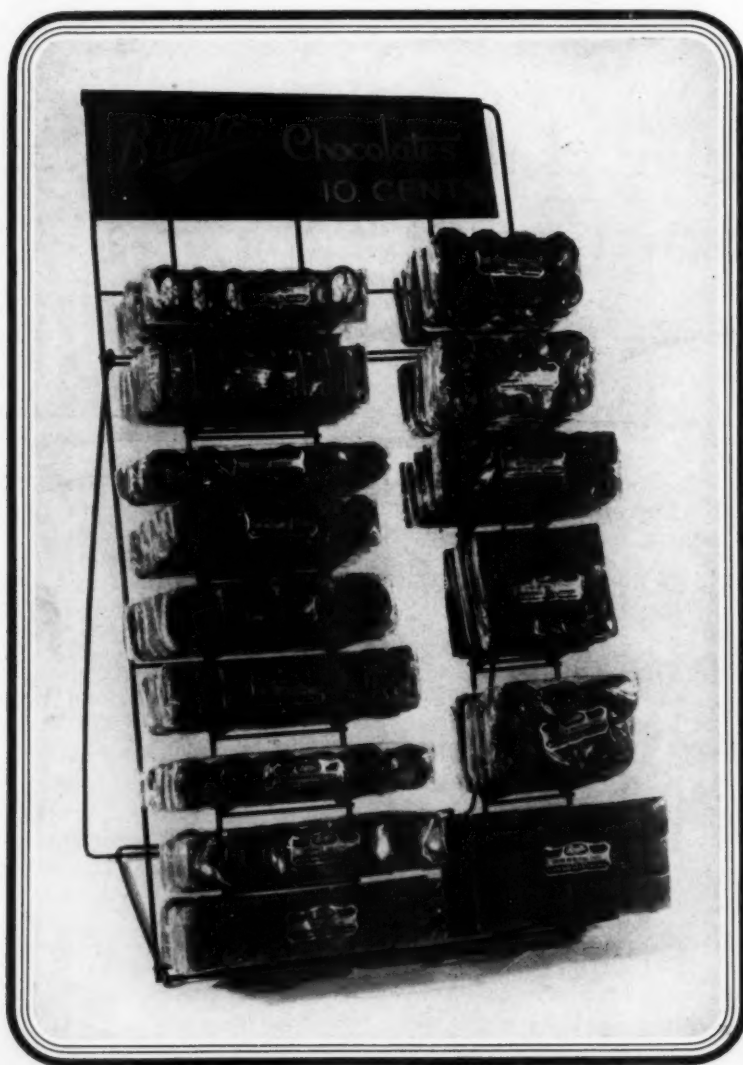
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And Bunte proves it by taking chocolates out of boxes and putting them in Cellophane



*This stand makes these Bunte ten-cent candy units accessible to customers' reach. Transparent Cellophane makes them tempting to the eyes. Customers simply pick off the candies that appeal to them most.*



## Cellophane

*Cellophane is the registered trademark of the Du Pont Cellophane Co., Inc., to designate its transparent cellulose sheeting*

**C**ANDY manufacturers who have always considered ten-cent chocolate candy items unprofitable will find a different story when Cellophane enters the picture.

Bunte has proved how profitable chocolates can be in smaller units! See how tempting their assortment is, in Cellophane . . . chocolate-covered creams, nuts and mints . . . the same candies that are in the famous Bunte-Mi-Choice box line. They earn commanding positions on candy counters . . . *and sell like firecrackers on the Fourth of July.*

Cellophane has helped to increase sales for many candy manufacturers. 100% transparent—it shows all the deliciousness of sweets . . . and stimulates buying. And it affords 100% protection from dust, dirt and handling . . . keeping merchandise clean and tempting until sold.

Find out how Cellophane can help to increase your sales, too. Write to Du Pont Cellophane Company, Inc., 2 Park Avenue, New York City.





# Only 3 Months Away

*Unless you plan now to avoid these production troubles by installing*



Candy is not a seasonal product. There is an all year round demand for it. The market is there—in summer as in winter—for the plants that are in a favorable position to supply it.

But the consumer expects his confections to be as fresh and appetizing during hot weather as are those available during cool weather. And a comparatively few factories are able to meet these requirements, without excessive waste and loss, when summer heat and humidity attack materials and processing operations. To scores of others, three or four months of the year's production must be

Rapid evaporation of dipping solutions

"Seconds"—due to lack of lustre and color

Waste due to molding and rancidity

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Machine shut-downs due to clogging

Broken schedules of production

sacrificed—because of unfavorable weather conditions.

These progressive plants that have and those now preparing to have COOLAIRCO equipment can face the coming summer months with confidence. The many hot weather difficulties that previously harassed operations will be eliminated this year. Production and quality will be maintained; waste and loss of materials and time will be avoided. The increased volume of profitable production will make their COOLAIRCO equipment a paying investment for them.

It is not too late to consult our engineers regarding Coolairco equipment to be ready for operation in your plant before hot weather arrives. Consider the possibilities for extra profits from future production.

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## Editorial

### The Allies and Competitors of Candy

**B**READ and milk, bacon and eggs, spaghetti and cheese, frankfurters and sauerkraut, to say nothing of beer and pretzels . . . so run these familiar food combinations, some of which have been in existence as far back as history records. The reason for the linking of these particular foods together is simple to state, although the ultimate basis on which such selection rests is not as easy to explain. These combinations depend on an innate human craving which has a very definite physiological basis.

In the "Monthly Digest of Current Technical Literature" in this issue of *THE MANUFACTURING CONFECTIONER*, we print a summary of a very interesting and instructive article by Waldon Fawcett on "The New Combination Technique in Package Selling." There are at the present time some significant developments in group buying and group selling. The making up of sales combinations of various food products represents, so to speak, an offensive and defensive alliance which competitors would do well to consider. A good illustration of such combinations is the Ferrone "complete spaghetti dinner" consisting of an appropriate quantity of spaghetti with a bottle of sauce and a package of cheese.

It will facilitate our thinking on this subject if we recognize fully the fact that the necessity for certain foods and the success of the industries producing them depend upon rather specific requirements from a human nutritional standpoint, that there is a very considerable latitude for the substitution of one food for another according to the preference of the individual, and yet that there are also very definite limitations to such substitutions if health

is to be maintained. The net resultant of these opposing influences determines the percentage of total human food requirements which each food industry may furnish. Naturally each industry would dislike to have its legitimate proportion reduced through substitution by other food products.

In our editorial columns of last month under the caption "Take Stock of Fundamentals," we emphasized the fact that, while the food value of candy should be brought to the attention of the public in every way possible, yet it should be fully recognized by manufacturers and distributors that the candy industry is essentially a "purveyor of sweetness," the gratification of the craving for sweetness being virtually a physiological necessity. The plain truth of the matter is that no one is going to eat candy when his craving for sweetness is satiated, even though he may be in actual need of some additional calories. If his craving for sweetness has been satisfied by other sweet products such as fancy pastry, etc., the candy industry is the loser, so far as that particular individual at that particular time is concerned.

On the other hand, the eating of spaghetti certainly does not diminish the consumption of cheese and we know that the pre-Volsteadian devotee of beer did not reduce his ration because of the eating of pretzels, but that rather the reverse is true in both cases. Evidently certain foods are natural allies, whereas others are natural competitors and, by the same token, the industries producing them are natural allies or competitors as the case may be. Consequently, it is well for each industry to ponder the subject, sufficiently to deter-

mine what other industries are its competitors or its allies and which are merely neutrals.

Naturally, after reading Mr. Fawcett's article, we wondered just how the candy industry fits into the picture with reference to each of the various food industries. Certain competitors are well-known, but we believe that relatively little thought or discussion has been devoted to the question of allies, if any.

Incidentally, and primarily by way of stimulating some thought on the subject, we mention a recent observation that certain chain stores are now displaying candy and salted nuts side by side. Apparently the managers have noted some inherent relation in the demand for these products. The writer pursued this subject further by making inquiries among a number of his acquaintances and it was the consensus of

opinion that salted nuts retard satiation of the desire for sweetness and that one is inclined to eat more candy when eating salted nuts intermittently. We mention this only as an illustration and do not presume to say that our inquiry was sufficiently thorough to substantiate this conclusion fully. If this conclusion proves to be justified there are many possible applications, for instance the inclusion of a transparent cellulose bag of salted nuts with packaged candy.

We believe there is no doubt that this subject is a very fundamental and a very important one. To a considerable extent it is of a physiological nature and as such should receive the attention of a "Candy Institute" or other research organization at the service of the industry. What foods are the natural allies of candy?

## Speed Up the 1930 Survey

THOSE government officials who are preparing the 1930 Survey of the Confectionery Industry need and should have the prompt co-operation of every manufacturer in the industry. Take a common-sense view of the situation. The Survey, as such, will be of no particular value to the Department of Commerce. It will be of utmost importance and value, when completed, to manufacturers of confectionery.

Do you know any manufacturer who has not filled out and sent in his questionnaire? Urge him to do his part without further delay. Persuade him *now* to help the De-

partment of Commerce help him obtain the basic facts that he can obtain from no other source.

It is the wish and intention of those in charge of the Survey to make it available early this spring . . . while the information presented is new enough to be alive, vital and useful. Of course you have returned your questionnaire. Now can't you speed up some other manufacturer who, thoughtlessly, is making it difficult for the Department of Commerce to give the industry a true picture of what happened during a crucial year?

## Will You Answer the Lady?

TO one of the largest and most influential newspapers in the country a woman reader writes:

*Yesterday I purchased 10 pounds of sugar for 49 cents. No doubt it is cheaper in larger quantities. However, the price of most of the candy remains 70 cents or more per pound. My husband and I allow ourselves a small budget for luxuries. He gets his favorite brand of cigars far cheaper but my favorite brands of candies are still at "pre-war" prices.*

*I'm sure many of us would buy more candy if prices would come down.*

Here is a viewpoint that simply cannot be ignored. Nor will it do, we suspect, to tell the lady simply that it is possible to obtain good, wholesome candy at less than 70 cents a pound retail. How would you, as a manufacturer, answer this complaint? Try writing her a letter. Perhaps the experience will give you a new slant on today's selling job.



# The Importance of Laboratory Control in the Manufacture of Chocolate and Cocoas

By CLARENCE P. HARRIS, Ph. D.  
Consulting Chemist



**M**OST of the large chocolate manufacturers have long recognized that close and accurate control of their plant operation not only results in uniform products and in the early disclosure of faults in equipment which otherwise might remain unknown, but also, and this is of paramount importance, that *laboratory control pays dividends*. It is understood that one large producer saved in the neighborhood of 80,000 pounds of cocoa butter in one year due solely to the efforts of the control laboratory. The necessity of the avoidance of useless waste is quite obvious, but the less tangible reaction of customers to a gradually acquired *reliance upon the uniformity of liquors and coatings*, to the feeling of confidence that their source of supply knows and does not guess that the products are exactly as

represented, ultimately becomes of even greater importance.

Yet it is an astonishing fact that there are today some manufacturers who are completely dominated by their practical rule-of-thumb foremen or superintendents. There is no denying that experienced foremen are of great and indispensable value in the plant, but when their natural fear of something they do not understand, perhaps for the reason that they feel their importance may be lessened, leads to the unswerving refusal of the producer to maintain accurate and profitable control of his raw materials and finished products, it is time for the executive in charge to convince his valuable operating heads that *laboratory control will benefit them as well as himself*.

## Factors Regulated by Control

### I. Fat Content.

**A**S THIS is being written the price of cocoa butter is three times that of cocoa powder. This ratio is a fluctuating one, but the former is always much higher. Accordingly, the sale of products containing an unnecessary amount of cocoa butter is not only of no advantage so far as quality is concerned, but constitutes a dead loss. The assumption is made surprisingly often that if a press delivers a specified amount of butter from a batch of liquor that the press cake will contain the desired percentage of butter for cocoa powder of a given grade. If the proportion of butter in the liquor remains constant, this assumption would be correct, but cacao beans are natural products subjected to non-uniform

treatment at their geographical source, and it is safe to say that beans of the same botanical variety from the same source and of the same quality are more likely to be of uniform flavor than of fat content. If the nibs, and therefore the liquor, vary from time to time as much as 5 per cent (say from 50 to 55 per cent) in butter content, the press cake remaining after identical amounts of butter are expressed in order to produce a breakfast cocoa will vary from 22 to 29.8 per cent, as will be shown later. That this actually occurs when pressing without control is a fact which has been observed by the writer. The disadvantage of excess butter in a cocoa is threefold. First, it is a needless waste of money; secondly, it lowers the digestibility of the products, as fats which are

not thoroughly emulsified are absorbed with difficulty in the small intestine, and thirdly, the greater proportion of fat in a powder, the more difficult it is to wet with water, a decided disadvantage in cocoa powders. Such an excess can be surely and definitely avoided by laboratory control.

### II. Uniformity of Cacao Products.

A given grade of liquor sold to confectioners is expected to run uniformly in quality. Made from the same blend of beans, it may vary, however, in fat content, shell content and grain size. Such variations will cause irregularities in coatings made from it, in viscosity, smoothness and coverage. As most confectioners rely upon the liquor



manufacturer for a uniform product, variations are likely to cause irritation and even loss of business. Liquors of known but different fat content can easily be blended to a standard, and the shell content and grain size can be followed by microscopic and other examinations. The Uniformity of coatings, while partially dependent upon the fat content, is also largely influenced by other factors, notably the kind and degree of refining.

It is a well recognized fact that coatings with identical fat content may vary considerably in viscosity. But it is also true that coatings prepared from apparently identical materials, and treated in the same manner, may occasionally differ in viscosity. This may sometimes occur if machines used for refining have

worn slightly, resulting in a treatment not quite identical, but the effect can be observed and corrected in time. The natural tendency in coating manufacture is to follow a given recipe, adjusting the final product with cocoa butter until the desired viscosity is obtained. This is a wasteful procedure and almost surely results in a non-uniform chocolate.

The variation of cocoa butter content in cocoas has already been referred to, but color is also an important quality. It is generally true of any substance that the finer state of division the more surface is available to reflect incident light and the lighter the color. When the cocoa press cake is disintegrated, ground and sifted to the familiar cocoa powder, it is also true that the great-

er the friction the duller and grayer the resulting powder.

However, if the cocoa powder, before sifting is heated slightly above the melting point of the cocoa butter and then rapidly cooled, the maximum depth of shade for that variety of cocoa will be obtained. This occurs because on being melted the fat moves to the surface of each grain instead of being in a powdery state due to the previous cold grinding. The powder must then be cooled quickly to "set," that is, to fix the coating of fat around each grain, and to obtain small cocoa butter crystals, otherwise much of the effect will be lost. It is obvious that the temperatures employed in grinding and finishing cocoa powder are important and should be closely watched if best results are to be obtained.

## Control Applied to Stages of Manufacture

### *1. Husking and Winnowing the Roasted Beans.*

UPON the removal of the shell from the roasted beans depends the quality of the resulting products. This removal can be satisfactorily accomplished by an exact adjustment of the current of air in the winnowing machine. But if the beans are too cold in the rollers of the husking machine there is danger of portions of the nibs being cracked into particles so fine that they may be blown away with the shells.

How then can a manufacturer be certain that he is obtaining as complete separation as possible of the shell and minimum loss of nibs? By close laboratory checking of the shell content of roasted beans both before and after winnowing, faults in this process of manufacture will be made evident. The separated shells should be examined for nib content.

A preferred method for the determination of the shell content of nibs is the estimation of crude fibre, as the fibre content of the shells is greater than that of the nibs. Crude fibre can be estimated by an actual isolation of the cellulose, by indirect determination of pentosans or by making use of the difference in specific gravity of the nib and husk powder.

Whatever method is employed can be considered accurate only if the particular procedure has been standardized by figures obtained by the analysis of known mixtures, varying from pure shell to pure cacao mass. For the detection of intentional adulteration or grossly improper winnowing, the estimation of crude fibre is of great value. Microscopic examination is often very significant as the appearance of the bundles of spirals or other cellular tissues characteristic of husk can usually be readily detected.

### *II. Microscopical Control of Grinding and the Extent of Refinement.*

"Even on the best refiners," says Whymper, "the rollers wear somewhat in use, and a certain amount of unground chocolate is apt to find its way through the worn parts of the cylinders." This constitutes one reason why a close and constant control of the grinding operations is essential. The milling of the nibs to chocolate liquor is not carried to the same degree of fineness, but even here it is highly desirable to have a smooth homogeneous mass enter the presses in order to be certain that the fat cells have been sufficiently broken up to allow the fat to be easily expressed.

The proper degree of fineness to

which a liquor should be ground must, of course, be determined by the subsequent treatment. If a liquor is to be used for the preparation of coatings it is an advantage to have the milling operation reduce the cacao mass to as finely divided state as possible. If the liquor is to be pressed, the milling need be carried only far enough to disintegrate the fat cells.

The microscopic examination is carried out by mixing a very small quantity of the liquor with a drop of mineral oil, heating the mixture to melt and dissolve the fat, covering the drop with a cover glass and estimating the size of the particles by means of a micrometer scale in the eyepiece of the microscope. The actual linear measurements may be checked by standardizing the eyepiece with a micrometer on the stage of the instrument.

The extent of refinement of eating chocolates or coatings can be estimated by an examination of the size of the sugar and cacao particles. The longest sides of the larger crystals should be measured, and the average of a number taken as the average size of the sugar crystals. For the best qualities of chocolates, according to one authority, the sugar size should not exceed 0.0020 inch in size, as above this dimension they cause the chocolate to taste gritty. However, it is pos-

## IMPORTANCE OF LABORATORY CONTROL



A general view of Rockwood & Company's Chemical Laboratory. Here experts keep a constant check on the materials that go into their product and on the product itself during its various stages of manufacture.



Another view of the Rockwood Laboratory where alkalinity, sugar, milk, viscosity and microscopic determinations are made.



This photo shows chemists making crude fibre, ash and nitrogen determinations in the Rockwood Laboratory.

sible to become dogmatic about a matter of taste. Each manufacturer would do well to establish standards which seem satisfactory to him and then make sure that these standards of particle size are maintained.

A method for grading the fineness of chocolate products which does not require the use of a microscope has been devised by Miss J. F. Mohring. It involves washing of a weighed sample of the product upon a bolting cloth of known fineness and estimating the residue either by actual weight or by visual estimation. The procedure as outlined in a private communication to the writer is as follows:

"A metal ring  $1\frac{1}{2}$  inches in diameter and  $\frac{3}{4}$  inch high has a small square of bolting cloth of 21 standard stretched over the bottom. The cloth is held in place by slipping a metal collar slightly larger than the ring up over it. A two gram sample of liquor, cocoa or coating is suspended in a little petroleum ether and washed onto and through this screen, with the aid of additional petroleum ether from a wash bottle. A camel's hair brush facilitates the screening. The cloth may be tared and the coarse fraction weighed, although in practice simple inspection shows whether the grinding is up to standard." On the mesh cloth specified a well-finished fine coating leaves about 5 per cent residue on this screen and a medium grade about 10 per cent.

### III. Control of Fat Content and the Pressing of Liquors.

The assumption is sometimes made that liquors milled from the same blend of beans will run uniform in fat content. But actually, while the variations may be small at times, they may also show cocoa butter content differing by several per cent. This is true even of the beans of the same grade from the same geographical source. For example, unroasted Trinidad beans, analyzed by several investigators, have shown a variation from 45.71 to 54.60 per cent. This may be an extreme difference, but variations of from 3, 4 or 5 per cent in the fat content of nibs are more common.

It is therefore an error to assume that if a certain amount of cocoa butter is obtained from a press, or what is still less dependable, if a certain pressure is used on a press

## THE MANUFACTURING CONFECTIONER

full of liquor, that the press cakes will contain a definite percentage of cocoa butter. And yet this assumption is still being made by some manufacturers who prefer to stick to "hard practical" methods, and incidentally, to lose money. An example will serve to make this clear.

A certain liquor contains, say, 50 per cent cocoa butter. If this be pressed so as to leave 22 per cent fat in the press cake, then 35.9 pounds of butter must be obtained from each 100 pounds of liquor, leaving 14.1 pounds in the cake. Assuming no loss of material during the process, the cake will weigh 50 plus 14.1, or 64.1 pounds. It will be further assumed that 35.9 pounds will be removed from every 100 pounds of liquor as regular practice. If the liquor should run as high as 55 per cent, then when 35.9 pounds are expressed, the resulting cake will contain 19.1 pounds or 29.8 per cent. Such practice results in avoidable loss of several per cent cocoa butter. On the other hand, should the butter content run lower than that assumed, there is danger of producing breakfast cocoas containing less than 22 per cent.

The best practice, from the standpoint of accurate control, would be to mix large batches of liquor and analyze them before running to the presses, checking both the yield of cocoa butter and the fat content of the press cake. Such a procedure would inevitably result in considerable saving of cocoa butter. But, as many plants are unwilling to adopt this course as too radical a change, it is at least necessary to analyze liquors and press cakes frequently, so that the pressure may be altered from time to time, and the cocoas blended to give batches with uniform cocoa butter content. What has been said applies to breakfast cocoas. Liquors which are hard pressed to 10 per cent content remaining in the cake need not, perhaps, be followed so closely, but the cocoas require frequent checking by analysis to be certain that the press is working efficiently.

### IV. Dutch Cocoas and Control.

There is not space in this brief article to enter into an involved discussion as to the merits of chocolate and cocoa treated with alkali. There is a considerable opinion shared, or perhaps led, by the German journal

(Continued on page 47)



This picture and the two below are views of the Hershey Chocolate Corporation's Laboratory. Beginning with the attendant on the left, the following tests are under way: Determination of fat in chocolate; analysis of boiler water; determination of moisture in chocolate; and on the extreme right, determination of sucrose and lactose in chocolate.



Above, left to right: Titration in determination of milk fat in milk chocolate; determination of bacteria counts of milk to be used in manufacturing milk chocolate; final weighing in determination of crude fibre in chocolate; and last, qualitative tests for purity of fat in chocolate.




Again, reading left to right: Placing weighed samples of chocolate in drying oven in moisture determinations; tempering chocolate in preparation for viscosity test; determination of refractive index in cocoa butter; and finally, the preparation of slides for microscopic tests of fineness of chocolate.



# Cacao Products under the Federal Food and Drugs Act

By J. W. SALE

Senior Chemist, Food and Drug Administration,  
U. S. Department of Agriculture

HE cacao products which will be considered here are cacao beans, chocolate and cocoa in their various forms, including coatings, fillings and toppings, powdered preparations for making beverages, and chocolate confectionery.

## Definitions and Standards

Definitions and standards for cacao beans, plain, sweet, and milk chocolate, cocoa, breakfast cocoa, sweet and sweet milk cocoa, and Dutch process cocoa have been issued by the Department and are contained in Service and Regulatory Announcement, Food and Drug No. 2, which will be sent on request.

## General Provisions of the Act

The act deals with the adulteration and misbranding of food and drug products shipped in interstate commerce or otherwise within its scope. The provisions of the act relating to food as well as the specific provisions relating to confectionery, apply to chocolate and other confectionery. Cacao products used for food are classed as food and if therapeutic claims are made for them they are held to be drugs also.

The exact provisions in the text of the act relating to adulteration and misbranding of food including cacao products will be found in Service and Regulatory Announcement, Food and Drug No. 1, sections 7 and 8.

It is not very practicable to discuss the adulteration and misbranding of cacao products as these terms are used in the Federal Food and Drugs act, separately, since an adulterated cacao product is not infrequently a misbranded one also. For example, when hardened coconut butter of suitable quality for food use, is substituted in part for cacao

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*IT is of utmost importance that manufacturers and users of cacao and chocolate products have a thorough understanding of the Federal Food and Drugs Act as applied to these products. Much unnecessary trouble can be avoided by familiarity with its provisions and for that reason we asked Mr. Sale to prepare this article for our readers. You will find it concise, complete and right to the point.—Editor.*

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butter in a chocolate coating, there will be no violation of the act because of the addition of the foreign fat, if its presence is plainly declared on the label. The non-declaration of the added ingredient would cause the product to be both adulterated and misbranded. Another example of the same kind is the substitution of skim milk solids for whole milk solids in products labeled as milk chocolate or sweet milk cocoa. There are at least three forms of adulteration of cacao products, however, which cannot be corrected by any modification of the labeling. One of these is the use of wormy and moldy cacao beans in the manufacture of coatings, eating chocolate, etc. Another is the addition of shell fines to chocolate or the non-removal of excess of these adulterants from the cacao nibs. A third form of serious adulteration which is seldom met with is the presence of added harmful or deleterious ingredients which may render the cacao product injurious to health. Products adulterated in any one of these three ways are subject to formal action under the law regardless of

the form of labeling employed. In some instances misbranding is encountered without an accompanying adulteration such as non-declaration or improper declaration of quantity of contents, and incorrect name or address of manufacturer.

The statements which follow represent Department and Administration rulings and opinions made public in the form of food inspection decisions, notices to the trade, correspondence, etc., and should serve as a guide to manufacturers who desire, as the vast majority do, to have their products comply fully with the requirements of the act. The Department's definitions and standards, previously referred to, should be kept in mind in considering the following rulings and opinions as they will not be included here. It should also be kept in mind that the labels of cacao products in common with other food products should bear no statements, designs or devices which are false or misleading in any particular.

## "Health" and "Vitamin" Claims

Words such as "Energy builder", "Energy producing", "Energizing", "Health", "Health building" and similar terms in the labeling of cacao products convey impressions of benefit that the user may not receive. The tendency in recent years on the part of some food manufacturers to label ordinary foods, however wholesome, with all kinds of therapeutic claims and to hold them forth as containing special health giving properties, led to the issuance of press notices on May 22, 1929, and on January 20, 1930, concerning the use of the word "health" in the labeling of such products. The Administration is now engaged in a program, the purpose of which is to eliminate from the labels of food



products the word "health" and any other statements which might be interpreted as meaning that products so labeled are more beneficial to health than other products.

The Administration's position with respect to vitamin claims is reflected in a press notice dated May 22, 1929. Experience shows that vitamin representations on labels often so exaggerate the merits of the article as to bring the labeling into conflict with the requirements of the act. Any reference to the word "vitamin" should be restricted to the particular vitamins which are present in significant amounts. No reference to vitamins or mineral salts should be made until it has been established by appropriate and thorough tests that the mineral salts and vitamins have survived the manufacturing process and that they are present in amounts which are significant.

#### Wormy and Moldy Cacao Beans

Wormy and moldy cacao beans are adulterated under that provision of the act which states that food is adulterated if it consists in whole or in part of a filthy, decomposed or putrid animal or vegetable substance.

#### Excess Shell or Fines

Modern cleaning machines, properly adjusted and kept in good condition are capable of reducing the shell content of cacao nibs to a negligible amount. The non-removal of excess shell or the addition of shell or fines to "cheap" or other chocolate constitutes an adulteration.

#### Labeling Mixtures of Chocolate Cocoa

A product labeled "Chocolate and cocoa" should contain at least as much chocolate as cocoa and the fat content should not be less than 30 per cent. Cocoa should be present in substantial amount.

#### "Soluble" Cocoa

Cocoa is not soluble and when treated with an alkali or an alkaline salt, as in the so-called Dutch process, shows essentially the same lack of solubility. It is therefore improper to describe alkali-treated cocoa as "soluble".

#### Cacao Butter Substitutes

The presence of cacao butter substitutes, such as hardened cocoanut

butter or cocoanut stearine in coatings, toppings, fillings and other cacao products simulating chocolate should be plainly declared in the labeling regardless of whether or not the products are labeled or sold as chocolate.

#### Substitutions of Skim Milk Solids for Whole Milk Solids

The labeling should plainly show when skim milk solids are substituted for whole milk solids in milk chocolate and sweet milk chocolate, as for example, "skim milk chocolate", "Sweet skim milk cocoa". The amount of skim milk solids in such preparations should be at least equal to the non-fat milk solids required by the definition and standards for milk chocolate and sweet milk cocoa.

#### Paraffin and Inedible Gums and Resins in Chocolate Coatings

Paraffine is not digested and assimilated. It has neither food nor condimental value and therefore has no proper place in food products. Its use in products as a substitute for edible fats in chocolate products lowers the food value of the finished product. This is specifically prohibited by those provisions of the Federal food and drugs act which define food as adulterated if any substance has been mixed and packed with the article so as to reduce or lower or injuriously affect its quality or strength, or if any substance has been substituted wholly or in part for the article. The above comments are applicable also to mineral oil and inedible gums and resins.

#### Use of Lecithin

The definitions and standards for chocolate and cocoa in their various forms do not provide for the presence of added lecithin. If therefore this ingredient is added in any proportion, its presence and the presence of the solvent or vehicle if the latter is not a normal ingredient, should be plainly declared in the labeling. If the addition of the lecithin results in the concealment of damage or inferiority, its use would not be permissible even though its presence is declared in the labeling. An article in which a deficiency in cacao butter is concealed by the use of lecithin will be classed as adulterated under the act.

#### Distinction Between Chocolate Malted Milk and Mixtures of Malt Syrup, Milk and Cocoa

The designation "chocolate malted milk" implies a product consisting of chocolate and actual malted milk and should not be applied to mixtures of malt syrup, milk and cocoa, in which the milk ingredient has not been subjected to the enzymic action of malt extracts provided in the definition and standard for malted milk, and in which cocoa is substituted for chocolate.

#### Hot Chocolate Versus Hot Cocoa

Mixtures of cocoa, sugar and dry skim milk or dry whole milk will not make hot chocolate and cannot properly be labeled "for hot chocolate" or "for making hot chocolate". They may, however, be labeled to show that they will make "hot cocoa".

#### Declaration of Artificial Color

Artificial color is not a normal ingredient of chocolate candy, and therefore in order to comply with the requirements of the Federal food and drugs act, the presence of this added ingredient should be plainly declared on the labels of such products, preferably in close conjunction with the names of the articles.

#### Chocolate Confections With Alcoholic Liquid Centers

The provisions of the act applying to confectionery specifically prohibit spirituous liquor in confectionery. Chocolate and other confectionery containing spirituous liquor in any proportion whatsoever is adulterated.

#### Candy Glazes

The Administration does not recommend or encourage the use of glazes for candy. Under certain conditions, that is, if they contain harmful or deleterious ingredients or if they conceal damage or inferiority, their use would cause the candy so treated to be in violation of the provisions of the act if shipped within its jurisdiction. Confectioners who use glazes in chocolate or other confectionery and who ship their products within the jurisdiction of the act are directly responsible for determining whether or not their confectionery is adulterated with harmful or deleterious ingredients.

#### So-called Yeast Chocolate

Chocolate confectionery labeled to indicate that it contains yeast should

## CACAO PRODUCTS

in fact contain a significant amount of actual yeast.

### Chocolate Products Containing Laxatives or Other Drugs

Chocolate products which contain laxatives or other drugs are classed as drugs under the Federal food and drugs act and should be labeled as such. The labeling should not imply that such products are confectionery or other food.

### Chocolate Covered Cherries

The labeling of chocolate covered cherries and similar confections is dealt with in a notice to manufacturers dated October 30, 1928. Chocolate covered cherries and similar confections which contain imitation cherry flavor and color should be labeled to show the presence of added flavor and color if they are shipped in interstate commerce or otherwise within the jurisdiction of the Federal food and drugs act. Statements such as "Imitation Cherry Flavor and Color" or "Artificially Flavored and Colored" will be accepted if placed on the label in direct conjunction with and displayed with approximately the same prominence as the name of the article. These comments are applicable also to so-called "Cherry Easter Eggs" and "Cherry and Fruit Eggs."

### Eastern Confectioners' Traffic Bureau Holds Annual Meeting

AFTER a well attended luncheon at the Hotel Pennsylvania in New York City on January 15th, the Seventh annual meeting of the Eastern Confectioners' Traffic Bureau was called to order by Chairman H. W. Hoops, who presided. At the conclusion of his brief remarks, Mr. Hoops presented William R. Moore, Traffic Manager of the Bureau who gave a short talk and resumé of his annual report which elicited much favorable comment.

Mr. Hoops introduced V. L. Price, President of the National Candy Company. Mr. Price expressed his pleasure at being present at the meeting. He complimented the Bureau on the work they have accomplished. He pointed out the importance of traffic information and cooperation; he expressed the thought that in the Central West they were thinking of organizing a similar Bureau as a necessity, and at the time of organization they were going to call on Mr. Moore for some help. Mr. Price also spoke of the present trend of the manufacturers in allowing freight. He pointed

### Declaration of Quantity of Contents

The statement of quantity of contents which is required on the labels of cacao products in common with other food in package form, should be plain and conspicuous, in terms of the largest unit contained in the package, and should be accurate.

### Declaration of Sulphur Dioxide and Benzoate of Soda

The presence of sulphur dioxide and both presence and amount of benzoate of soda added to fruit type or other chocolate products, should be plainly declared on the label.

### Guaranty Statement and Serial Numbers

A few labels will bear obsolete guaranty statements and serial numbers. The use of such statements on labels or packages is prohibited by Regulation 6 (a) in F. D. I.

### State Laws

Information regarding state laws should be obtained direct from state food offices, a list of which will be sent on request.

### Approval of Labeling

Neither the Administration nor the Department is authorized to approve labels. If manufacturers will submit specimens of labels, the Ad-

ministration will be glad to comment upon them from the standpoint of the act, provided a complete statement of the composition of the article is also submitted. However, absence of comment should not be construed as approval of the label for the reasons just mentioned.

### Conclusion

This discussion of the application of the Federal food and drugs act to cacao products can best be closed by the following excerpt from a decision of the Supreme Court of the United States which serves as our guide in the enforcement of the act, not only with respect to cacao products but also with respect to all other foods and drugs (N. J. 12367):

The statute is plain and direct. Its comprehensive terms condemn every statement, design, and device which may mislead or deceive. Deception may result from the use of statements not technically false or which may be literally true. The aim of the statute is to prevent that resulting from indirection and ambiguity as well as from statements which are false. It is not difficult to choose statements, designs, and devices which will not deceive. Those which are ambiguous and liable to mislead should be read favorably to the accomplishment of the purpose of the act. The statute applies to food and the ingredients and substances contained therein. It was enacted to enable purchasers to buy food for what it really is."

out that the manufacturers had competed with one another in the matter of freight allowance, and he was hopeful for the return of the day when candy would be sold f. o. b. factory.

Mr. L. A. Schroeder, Assistant General Passenger Agent, New York Central Railroad Company, made a brief address, advising of a special train which the New York Central would operate to the National Confectioners' Association convention in Chicago this June.

Mr. Moore at this point introduced Robert W. Belcher, manager of the Northeastern Division of the Chamber of Commerce of the United States. Mr. Belcher made a stirring address: "Some Matters of Common Interest." Mr. Belcher stressed the competition that the railroads are meeting today from the air, water lines, pipe lines and motor trucks and bus lines. He pointed out that all of these newer forms of transportation were subsidized at the expense of the rail carriers and that it was up to the people to awaken and think about transportation of the future.

At the conclusion of Mr. Belcher's address which was enthusiastically received, the meeting was adjourned.

### National Syrup and Molasses Association Elects New Officers

THE following officers and directors were elected for 1931 at the Fifteenth annual convention of the National Syrup and Molasses Association held in Chicago, January 19th to 20th.

**President**—Edwin L. Powell, New Orleans, La.

**Vice President**—Oscar A. Sear, New York, N. Y.

**Secretary-Treasurer**—George P. Williams, Kansas City, Mo.

#### Board of Directors

L. B. Whitfield, Jr., Montgomery, Ala.

W. B. Roddenbery, Cairo, Pa.

Charles A. Harmeier, Pittsburgh, Pa.

E. Luke Cain, Cairo, Ga.

Mr. John Rickaby of Essex Junction, Vt., one time secretary of the organization and chairman of the Maple Division some years ago was again appointed chairman of that division at this meeting.

The Association decided upon Atlantic City, N. J., as the place for their semi-annual convention, which is to be held in July, 1931, the exact dates to be decided upon by the committee.

1931 FEBRUARY 1931

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

1931 MARCH 1931

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# The CANDY MAN'S CALENDAR

## FEBRUARY

2nd Month

28 Days

4 Saturdays  
4 Sundays

Birth Stone: Amethyst

Birth Flower: Primrose

## MARCH

3rd Month

31 Days

4 Saturdays  
5 Sundays

Birth Stone: Bloodstone

Birth Flower: Violet

Day of Month	Day of Week	EVENTS
1	S	.....
2	M	Have you commenced planning your Summer assortments as suggested last month? Better do it now. All Valentine's Day goods should be shipped by now, too.
3	Tu	Affiliated Chain Drug Stores Convention (2 days), Hotel Commodore, New York City.
4	W	Monthly meeting, Retail Confectioners' Association, Philadelphia, Pa.—Public Relations Conference, American Management Association, Niagara Falls, N. Y.
5	Th	Annual Banquet and Dance, Confectioners' and Ice Cream Manufacturers' Protective Association of the State of New York, Hotel Astor, New York City.—Monthly meeting, Buffalo Confectioners' Association, Buffalo, N. Y.
6	Fr	.....
7	Sa	Have you gone over your plans for 1931 Christmas and Thanksgiving lines? Do it while the season just past is still fresh in your minds.
8	S	.....
9	M	Opening of National Vending Machine Operators' Association three-day Convention, Palmer House, Chicago, Ill.—Candy Institute of Philadelphia, Board of Directors' Meeting.—Monthly meeting, Northern Pacific Nut Growers' Co-operative, Dundee, Ore.
10	Tu	Annual meeting, Dried Fruit Association, 6 Harrison St., New York City.—Banquet, Retail Confectioners' Association, Philadelphia, Pa.—Associated Chain Drug Stores Convention (three days), Hotel Traymore, Atlantic City, N. J.
11	W	Monthly meeting of Candy Executives' Club, New York City.
12	Th	Lincoln's Birthday (not observed in all states).—Monthly meeting, California Walnut Growers' Association Board of Directors, Los Angeles, Calif.
13	Fr	.....
14	Sa	St. Valentine's Day. Should sell plenty of candy today.—54th annual party of The Confectioners' Benevolent Association of Chicago at Ontario Fraternal Hall.
15	S	.....
16	M	Ladies' night, meeting Confectioners' and Ice Cream Manufacturers' Protective Association of the State of New York, Hotel Astor, New York City.
17	Tu	Mardi Gras. (Observed in Alabama, Florida and Louisiana.)
18	W	Regular meeting, New England Confectioners' Club, Cambridge, Mass.
19	Th	Monthly meeting, Confectionery & Chocolate Manufacturers of New York State, Hotel Pennsylvania, New York City.—Regular meeting, The New York Candy Club, Inc., Hotel McAlpin, New York City.
20	Fr	.....
21	Sa	.....
22	S	Washington's Birthday. (Observed in all states.)
23	M	Most places closed down today in celebration of Washington's Birthday.—Coin Machine Exposition (three days), Hotel Winton, Cleveland, Ohio.
24	Tu	Monthly meeting, Candy Square Club, Hotel McAlpin, New York City.
25	W	.....
26	Th	.....
27	Fr	There is plenty of business to be had in vacation and week-end assortments. Better begin giving this some real thought right now. Vacation time is not many months off.
28	Sa	.....

Day of Month	Day of Week	EVENTS
1	S	Opening of Leipzig Trade Fair, Leipzig, Germany
2	M	Texas Independence Day.
3	Tu	St. Patrick's Day goods all shipped! And what about Mother's Day candies! These should be well on their way and ready for shipment by April 1st.
4	W	Monthly meeting, Retail Confectioners' Association, Philadelphia, Pa.
5	Th	Monthly meeting, Buffalo Confectioners' Association, Buffalo, N. Y.
6	Fr	Don't object if we remind you again about Summer goods, do you? It is important that your boxes be decided on and goods ready to go out by April 15th, that is if you want to get ahead of the other fellow.
7	Sa	.....
8	S	.....
9	M	Candy Institute of Philadelphia, Board of Directors' meeting.—Monthly meeting, Northern Pacific Nut Growers' Co-operative, Dundee, Ore.
10	Tu	Box manufacturers can give you better prices and better service now on Christmas work than they can in September. Get busy and decide on wrappers, boxes, novelties, etc.
11	W	Last day of Leipzig Trade Fair.
12	Th	Monthly meeting, California Walnut Growers' Association, Board of Directors, Los Angeles, Calif.
13	Fr	There is quite a lot of Summer camp business to be had if you'll only go after it. Get in touch with the people who run these camps.
14	Sa	How are your crystallized goods shaping up! They are mighty popular in the good 'ol Summer time.
15	S	Are those Federal income taxes paid! First quarterly payment is due.
16	M	Meeting New England Retail Confectioners', Boston, Mass.
17	Tu	St. Patrick's Day. A good day for novelties in certain sections.
18	W	If you will need walnuts it might be advisable to place orders at this time. Prices may be a little high but they are apt to go higher as the season advances. Walnuts will be hard to get and the quality will not be as good as now.
19	Th	Monthly meeting, Confectionery & Chocolate Manufacturers of New York State, Hotel Pennsylvania, New York City.—Regular meeting the New York Candy Club, Inc., Hotel McAlpin, New York City.
20	Fr	Easter line all finished! Some retail stores already showing eggs, bunnies, and other Easter items.
21	Sa	First day of Spring, tra la.
22	S	Emancipation Day. (In Porto Rico only.)
23	M	.....
24	Tu	Monthly meeting, Candy Square Club, Hotel McAlpin, New York City.—International Association of Ice Cream Manufacturers' Cost Council (two days), Eastern District, Hotel Pennsylvania, New York City.
25	W	Annual meeting, Association of Cocoa & Chocolate Manufacturers of the United States, New York City.—Maryland Day (in that state only).
26	Th	.....
27	Fr	Favorable time for purchasing eggs, also dates.
28	Sa	.....
29	S	.....
30	M	Meeting American Chemical Society, Indianapolis, Ind., up to and including April 3rd.
31	Tu	.....



# Plotting Your Course for '31

**President Baker suggests the direction in which the Candy Manufacturer should set sail during the next twelve months**

By A. C. BAKER

President, Brecht Candy Co., Denver

*An address delivered before the Sixteenth Annual Convention of the Western Confectioners' Association*

THE President of a Trade Association, I believe, in his annual address is expected to refer briefly to some of the conditions affecting the industry and to the achievements during the year; and, to point out to some extent ways and means to further improvement in the industry and to the encouraging road signs of the future. I think, however, to say little about the year just closed may be better. 1930 has not been a very good year for the Candy Industry, as well as many other industries, but one of general depression and only in the recent months could we see some signs of recovery from the "headache" resultant from a period of over-expansion and intoxicated business prosperity.

## 1930—A Blessing in Disguise

It is useless, here, to discuss the reasons and the evil of it which have been very generally discussed and which have already, perhaps, been given too much publicity. Suffice it to say that, while our industry has suffered some, it has not suffered alone. We are sometimes prone to criticize the error of the way in our own field of endeavor and to feel that all of the business problems of the country are barreled up within our own industry; when, if we could just get a better understanding of the problems confronting other industries of our size and magnitude, we could undoubtedly find many things in our own line of business to commend.

According to figures given out by the Department of Commerce, for the first 10 months of 1930, the dollar volume of candy sales has decreased only a little over 8 per cent, compared to the banner business year of 1929. Our industry, we are



A. C. Baker

told, has had a smaller proportion of business failures and of unemployment than many other industries. The holiday business during the closing months of 1930 is generally reported to be very good, which is evidence that our product is well established and that our nation's "sweet tooth" must be satisfied in spite of business depression. And, after all, the trying period we have been passing through will perhaps bring to our industry some benefit. It possibly may serve as a period of profitable re-adjustment and a better order of things. By it, we may be caused to increase our business efficiency, to better concentrate and reduce our lines and to stop unprofitable leakage thus placing us in a *stronger position to progress* during the better times ahead.

We are now entering into another year, which we are told will be a better one; there are undoubtedly some signs of improvement in general business during the coming year, and let's now try to set the sails of our individual business' in the right direction to make the most we can from the efforts we may put forth in 1931.

## Purity Plus Quality Equals Increased Consumption

There are many problems before us unsolved and much constructive work to be done, necessary to the permanent advancement of our industry. The first in importance, as I see it, is greater appreciation of *quality*. Purity in itself, in confectionery, is not enough; purity plus quality is the only insurance against a decrease in the consumption of our product. Quality in candy is essential to the continued increase in consumption.

The present status of conditions is often referred to as a "Buyer's Market" and in such time of keen competition as the so-called "Buyer's Market" there is a great temptation to manufacture merchandise to fit a price market and quality suffers as a result. Decrease in price decreases dollar sales, and the lowering of quality to fit a price ultimately decreases consumption.

Would it not be wiser in many instances, when the cost of materials or production efficiency may permit, to increase the quality and improve the appearance of the merchandise rather than to reduce the price?

As manufacturers, we are not only competing with others in our own line, but are in competition with other manufacturers in other lines who are chasing the consumers' dollar.

Our greatest competition is not between our manufacturers and other candy distributors but between ours and other industries. Many other food products are now offered our dear consuming public in attractive forms. Is our industry keeping step in the forward march of inviting and attracting the consumer to our product? We must stimulate



our prospects' buying impulse with a quality taste appeal as well as the dress and price appeal.

#### **Advertising—A Necessary Link**

It has been said that the surest course to success in the manufacturing field is to make a good article and advertise it. Advertising, I think, is a necessary link in the scheme of profitable merchandising. One of our country's recognized statisticians says that he sees advertising as the means to start the "ball of prosperity" again rolling; and, advertising will undoubtedly be an important factor in bringing us back to prosperity.

During the several years period just prior to our present period of depression, enormous sums of money were appropriated by many large companies for advertising purposes and the expenditure of same no doubt stimulated greatly the recent period of record breaking business; and, as a result of the stock market crash and depressed business following, a great many concerns reduced their advertising appropriations or entirely cancelled such expenditures.

I think candy needs *Educational Advertising*. The Educational and Advertising Department of our industry has done some splendid constructive work; much more could have been accomplished if the funds could have been provided. However, as a result of the work thus far done, candy, today, undoubtedly occupies a more favorable position in the estimation of the public.

#### **Present Purchasing Power Strong**

Merchandise stocks, generally, are reported to be very low and retarded buying has created an increased market for most lines of merchandise; and when we enter into a "Sellers' Market" which we are told will follow the depression period we are now passing through, the lines most strongly impressed on the minds of the buying public are surely in a better position to profit.

The purchasing power of our country is strong, when the frame of mind is set in that direction; after all, the number of unemployed generally throughout the country has been a small percentage of our working population. The great majority, who have been regularly employed at practically the same wage level, has more money now to spend than they have ever had before. One

economist, I note, says the working population is storing up their money, holding back their purchases and are now about ready to turn loose and buy.

There is a large, potential field

#### **A. C. Baker Says**

*"The proportion of business failures and unemployment in the candy business is less than in other fields."*

\* \* \* \*

*"Holiday candy business proved that our nation's 'sweet tooth' will be satisfied in spite of business depressions."*

\* \* \* \*

*"For the permanent advancement of our industry . . . first in importance is greater appreciation of quality."*

\* \* \* \*

*"Decrease in price decreases dollar sales and the lowering of quality to fit a price ultimately decreases consumption. When cost of materials or production efficiency permits adjustment in values, would it not be better to improve the quality and appearance of the merchandise rather than reduce the price?"*

\* \* \* \*

*"Our most serious competition is with other sweet food industries—not between individuals in our own industry!"*

\* \* \* \*

*"Candy needs educational advertising—this is a job for local candy organizations."*

\* \* \* \*

*"It is my observation that women consume every kind of sweet food except candy! Wider dissemination of N. C. A. educational material will correct this situation."*

\* \* \* \*

*"54% more salesmen are calling on retailers than are necessary to obtain the business these retailers have to give! Analyze your distributing costs."*

\* \* \* \*

*"Retail (manufacturing) candy chains showed decrease in sales of less than 1% last year while 389 manufacturers who control approximately 88% of the wholesale candy trade reported a decrease of more than 10%!"*

for the increase of candy consumption at our door. The effect upon candy consumption by the advertising propaganda carried on by a certain cigarette manufacturer has, in my humble opinion, been more far-reaching and serious than some of us have realized; and I think it might have been much worse in effect only for the constant effort of

our advertising department, who have, with the limited means at their command, endeavored to keep candy favorably before the public.

#### **Women Eating All Kinds of Sweet Foods Except Candy!**

One of the larger, middle western candy plants conducted a sampling campaign last year in Kansas City office buildings. They report that they found about 40 per cent of the girls and women employed as stenographers, bookkeepers and clerical workers refused candy samples or reluctantly accepted them, saying that they were staying thin or trying to reduce and therefore were not eating candy because it was fattening. A recent experience of my own may be interesting, in this connection.

A few months ago I met a young business woman who stated that she and a number of her friends were not eating as much candy as they used to for the reason, it was revealed, that they had been influenced by cigarette advertising to believe that candy was fattening and not good for them. She belonged to several clubs, played bridge a lot and in the course of our talk I discovered that she and her friends were not boycotting ice cream and drinks and were in the habit of eating their full quota of pastry and rich desserts, and passing up generally nothing in the sweets line excepting candy.

I asked why the discrimination, and told her how she could eat all of the good candy she desired; which she said she dearly loved, but was passing up because of the impression that it was extremely fattening. I gave her some of the Nancy Carroll diet lists and some of Dr. Bunden's books supplied by our advertising department and asked her to read this literature and pass it out to some of her friends. She has since informed me that she was now eating all of the candy she wanted and still staying thin.

#### **A Program for Local Candy Clubs**

I am only passing this little incident on as an example of the far-reaching effect on candy eating habits that I think has been brought about by the erroneous idea gotten from cigarette advertising propaganda. I think there is a field for a great deal more educational work, as to the proper use of candy and I

(Continued on page 63)

# Are You Managing Your Business or Being Managed by It?

*The Application of the FAM System of Production Control will give you the upper hand*

By F. A. MAGEE

**H**ENRY FORD, in an article published recently in the Saturday Evening Post, says, "It is quite easy to sit in an office, read reports and know more or less about everything after it has happened. But that is not management. Everything that happens or can happen in—that is, within, inside—a business ought to be the direct result of what the managers have specifically arranged. If these results are good it will be because the judgment of the managers has been good. The complete responsibility for success or for failure is with the management."

Mr. Ford compares American business to a ship sailing over uncharted seas, its safety dependent upon the man on the bridge—the manager—whose only charts are his foresight and his insight and his sense of the new trade winds that are beginning to blow.

Under the stress of modern business, most of the manager's time and energy should be devoted to the navigation of his craft or the guidance and direction of his business, the forming of its policies and the determination of markets and methods of distribution. He is charged with the responsibility of seeing that such policies are carried out; but he must also know that his ship is seaworthy, that within his plant proper where economical methods of manufacture are adopted, that no unnecessary waste is permitted and that inefficiencies in operation are not allowed to pass unnoticed.

## *When the "One Man Factory" Expands*

When a business is small, or when manufacture consists of only one product, control over factory operations is easily maintained, for the manager knows the productive capacity of his equipment and a simple mathematical calculation is all

that is necessary to determine the efficiency of the plant; but, as the business grows and the products become diversified, control becomes more elusive, inefficiencies creep in and are often permitted to remain because the manager is too busy to study the production report and enter into a long, tedious series of mental gymnastics necessary to determine whether his plant activities are efficiently conducted.

Lack of control over plant performance very often seriously impairs the profits of an organization and is sometimes fatal.

The question then arises: "How can the manager secure definite control over plant operations without a tremendous amount of detail; how can he become aware of inefficiencies when they occur that they may immediately be corrected?"

## *You Are in the Business of Producing "Plant Performance"*

In a previous article, I made the statement that the products selected for manufacture were chosen only for convenience and advantage in trade—that regardless of what kind or type of merchandise was being produced, the manufacturer was really engaged in the production of *plant performance*.

"Plant performance" is a vague, invisible force, the combined effort of labor, machinery, buildings and appurtenances in converting raw materials into finished products. It is not measurable by lineal, liquid or weight standards, and is comparable to a force or an energy.

Definite, accurate means of measuring forces and energies, and even resistances, have been provided with the creation of the Dyne, the Ohm, the Watt, and the Horsepower. Each of these units of measure have as components an instrument, a specified time and a task; for example, the Dyne, a unit for measuring force, is the force required to move

the weight of one gram, the distance of one centimeter during the period of one second. In this case, the instrument is the necessary force; the time, one second; and the task, moving one gram one centimeter. Likewise, one Horsepower is the amount of power necessary to raise a weight of 33,000 pounds avoirdupois one foot per minute. Here, again, we have the instruments which is the necessary power, the time which is one minute and the task which is the raising of 33,000 pounds one foot.

Considering the proven practicality of the various units for measuring unseen forces, is it not reasonable that a unit should have been originated for measuring plant performance?

## *A Measuring Unit for Plant Performance*

In 1909 the writer originated a unit for this purpose, and in succeeding years—through its use in many industries as a basis for determining plant performance in conjunction with costs, wage systems, and executive control—it has proved, beyond doubt, its worth.

Although the Biscuit and Cracker Manufacturers' Association had adopted this unit as a basis for measuring plant performance in their industry and it had been used successfully for several years in various industries, no name, such as Dyne, Ohm or Watt was attached to it. In 1917, the Cost Society of the Association of Biscuit and Cracker Manufacturers decided that inasmuch as a unit was one of anything, they would give this unit a title so that the plan might be recognized in its own individuality. The name they selected was "FAM" coined from my initials, it being their contention that because of its success, the plan should, in a measure, perpetuate the name of its founder and be recognized in enst-



*PERHAPS no department of accounting has been so disturbed by theories that were inharmonious, but frequently conflicting, as has the determination of production costs. And no phase of accounting has embraced the employment of so many different methods of accomplishing one result.*

*Mr. Magee, the author of this series of articles, has discovered a method that is sound both in theory and in practice and that has, over a period of nearly fifteen years, proven its worth in a large number of installations. Perhaps the best proof of its value is to be found in the fact that the industries employing Mr. Magee's methods have, without exception, retained them and express the most complete satisfaction after using them for long periods.*

ing years as a very distinct factor in the compilation of reports and records of manufacturing activities.

In devising this unit, the instrument originally considered was one operator; the time one hour; and the third element—the only thing that could be used—a standard task. In the development of the plan it was discovered that an operator was not a complete instrument, that appurtenances such as machinery, tools, supplies and buildings have each a necessary part in plant performance. The instrument then became “a stated producing unit,” embracing either an operator or a machine, together with all of the appurtenances necessary to the proper performance thereof. Occasions are rare when it is necessary to use other than the operator base for determining a producing unit, but in some instances where machine depreciation and power exceed the cost of labor, or where production is confined to automatic machine operations, the machine is used as the instrument base.

#### What Are “Standard Tasks”?

The “FAM” may then be described as “the performance necessary for a producing unit, during the period of one hour, to accomplish a standard task.”

Standard tasks, however, crudely they may be established, are immediately created when manufacturing

is begun. Upon entering business and securing equipment, the manufacturer either consciously or subconsciously computes the productive capacity of his plant and begins to formulate sales and distribution policies which he hopes will provide the most use for his factory facilities. He has already established standard tasks—he may never use them; nevertheless, they have been established either by time study, past experience records or estimate. Time study methods are decidedly the best.

Inasmuch as industries and products vary, some manufacturers sell their product per piece, others per pound and still others per yard or gallon. To facilitate the clerical effort necessary to determine performance produced and to tie-in the cost records with sales prices, it has been found advisable to establish and express the tasks in a unit which corresponds with that on which sales prices are based.

A candy manufacturer selling his product by the pound would require the establishment of standards on a basis of 100 pounds, while a textile manufacturer disposing of his merchandise on a yardage basis would establish his standard tasks per 100 lineal yards.

To facilitate the computation of Fams of performance produced, it

is advisable to establish what are called “Fam Credits”; that is, convert the standard pounds or standard yards per hour into decimal parts of a Fam required per hundred pounds or yards. This method has been adopted, not only because it is easier to multiply than divide, but because this same Fam Credit is used in the establishment of sales prices, comparisons, payment of wages, etc.

#### How It Works Out

For example, assume that 400 pounds of a certain kind of candy can be put through one operation in an hour. A Fam Credit of .25 of a Fam per 100 pounds would be established. (.25 of an hour or .25 of a Fam would be required for each 100 pounds of product, if 400 pounds could be produced in one hour). With a production of 8,000 pounds, the time required would be  $8,000 \div 400$  or 20 hours; likewise,  $80 \text{ cwt.} \times .25$  or 20 hours. Assuming, further, that three operators were engaged in this operation and worked eight hours each, or twenty-four operator hours, the efficiency of performance would be  $20 \div 24$  or 83%.

Departmental efficiency reports are compiled in a like manner and presented to the manager daily. If his costs are based on a plant efficiency of, say, 90%, he can tell at a glance which of his departments are maintaining the standards necessary to assure definite predetermined profits and should one or more fail to attain the desired standard, he is immediately aware of such a discrepancy and is in a position to correct the situation at once before it becomes serious and costly.

A glance each morning is all that is necessary to show the manager or navigator that his ship is sound and sea-worthy, and he is free to devote the rest of the day to the navigation of his craft through the turbulent waters of keen competition and modern business.

And, with all this, once the standard tasks are established, the clerical effort necessary is so small that from a control standpoint alone, the maintenance of such records is profitable to either a large or small plant.



**SOMETHING  
NEW**

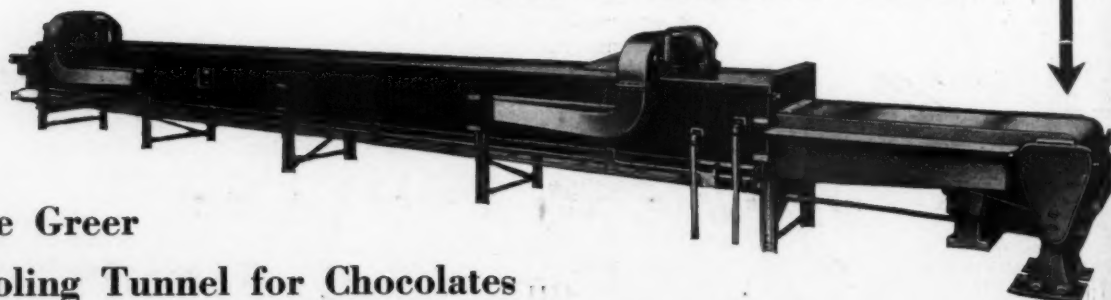
**AND  
NEEDED**

## **THE GREER CERTIFIED CANDY BELT**

*Will Not Crack*

*Is Tough and Strong*

*Has a Smooth Finish*



**The Greer**

**Cooling Tunnel for Chocolates**

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have

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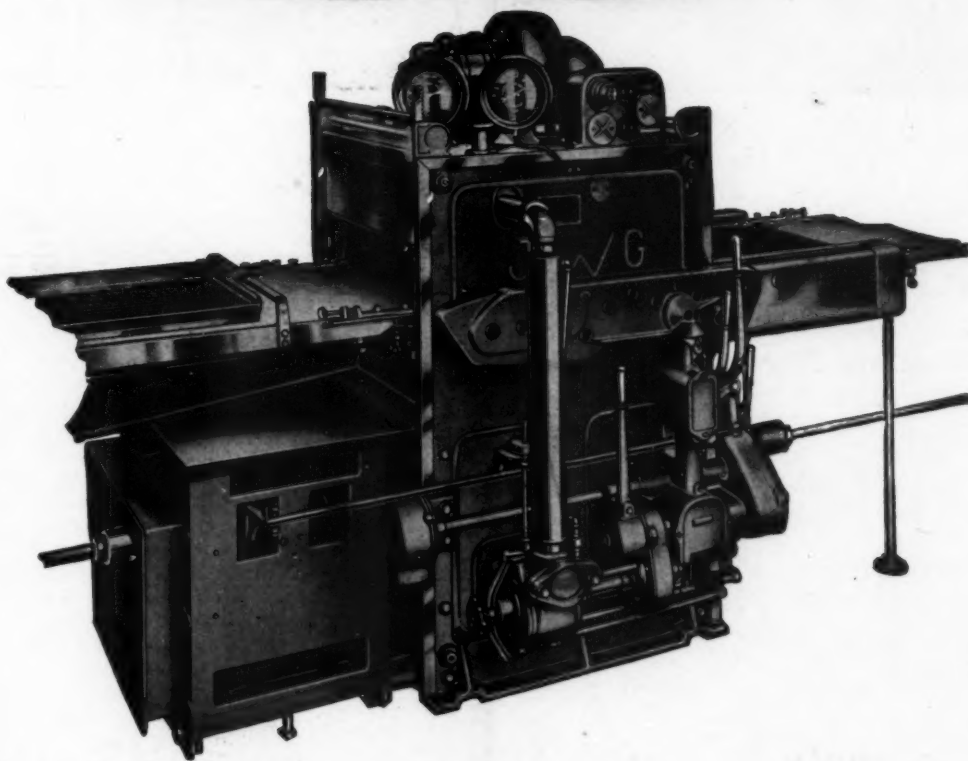
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119



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Greer Coaters and Coolers have been constantly improved until they are now recognized leaders in their respective fields.

If you are not already familiar with this Greer Equipment you have a pleasant surprise coming to you.

They are extremely well built—hence low upkeep, are practically noiseless in operation, and produce high quality chocolates at low cost.

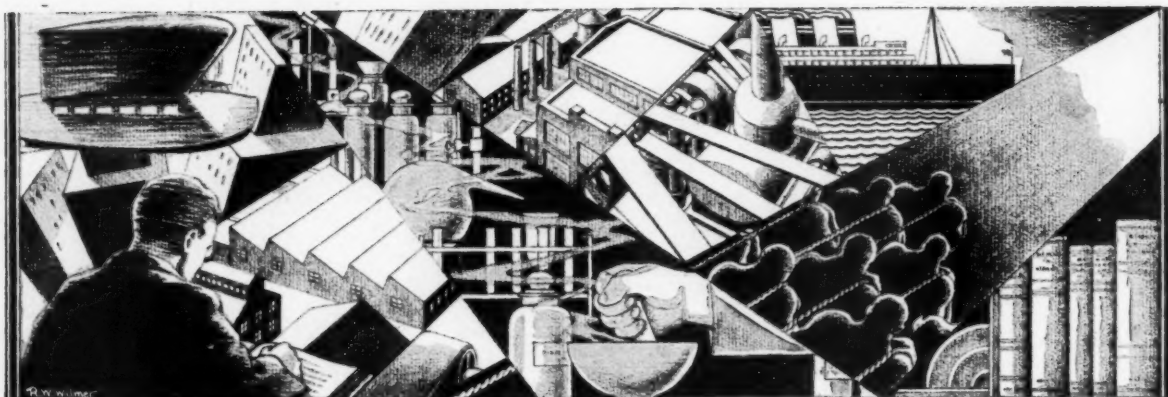
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## Monthly Digest of CURRENT TECHNICAL LITERATURE

### The Production and Place of Lactic Acid



By William Eisenman. *Food Industries*, vol. 2, p. 262.

LACTIC acid and its salts are gradually coming into more extended commercial use. The calcium salt of lactic acid has found use in making baking powders. It has the advantage of producing a slow-rising powder.

Certain well-known dry ginger ales use lactic acid to speed the aging and blending process that the beverage must undergo. Very few of the producers of preserves use lactic acid, but its marked blending properties with the essential oils in fruits and fruit juices should give lactic acid a deserved place.

Of the organic acids found naturally in foods, lactic acid is present in the smallest proportion. Citric, tartaric and malic acids are present in fruits in considerable quantities, but lactic and acetic acids appear only when fermentation has occurred to some extent.

Lactic acid is produced industrially by fermenting a mash containing about 12 per cent sugar with the necessary quantity of protein and mineral salts. A lactic acid solution of about 45 per cent strength is the

grade generally used in the food industries.

Lactic acid solution is of light straw color, has no odor and has a pleasantly sharp, acid taste. It volatilizes only slightly when the solution is boiled.

(It is possible that lactic acid might be found useful for certain purposes in the candy industry. At any rate a few experimental trials might be advisable.—Editor.)

### Candy—The Energy Food

By J. Valentine Backes. *Food Manufacture*, vol. 4, p. 99.

THE public has been led astray in the assumption that the replacement of *utilized* energy and the accumulation of fat tissues are one and the same. Hence, they say that, if candy and chocolate are such great energy givers, they are certainly producers of obesity. It is ideas such as these, that the confectionery industry must face and combat if progress is to be maintained.

Candy is a perfectly balanced food for the "between meal" diet. It balances ideally that loss of energy which the body undergoes and is offered in an exceedingly convenient and tasteful form. Sugar represents about 50 per cent or less of the constituents of various kinds of

candy, the remainder consisting of butter, fruits, nuts, egg and milk products, etc. Various individual ingredients in candy supply the vitamins and, moreover, sugars, especially lactose, have been proved to aid calcium absorption in the body—a very necessary aid when we realize how vital it is and how small is the amount of calcium normally absorbed from foods in general.

From the actual observations in confectionery factories, both in England and abroad, there is no doubting the fact that the girls employed, who eat probably a quarter of a pound of candy a day at a conservative estimate, not only retain and maintain the desired slim figure, but are far healthier, have more stamina, and are less subject to illness than are the girls who diet and refrain from candy and other such foods in the belief that such foods, if nourishing, must of necessity be fattening.

The assumption that candy causes decay of the teeth is based on erroneous ideas. Decay of the teeth is more often than not accentuated by particles of food becoming lodged between them, whereas candy is about the most soluble product that we consume and is practically completely removed from the teeth. Far from being an accessory, it is in many cases a preventative, for the chewing types of candy, such as caramels, etc., act as a cleanser.

## The New Combination Technique in Package Selling



By Waldon Fawcett. *The Spice Mill*, vol. 52, p. 1456.

UNLESS one is ready to give some rein to his imagination, he may see nothing of deep significance in the formula when he observes a magazine advertisement in which canned peaches are featured jointly with breakfast food or, notes the association, for advertising purposes, of other food specialties of diverse ownership or origin. Marketing experts declare, however, that this new school of food advertising has more meaning than appears on the surface. They insist that it is symptomatic of a new technique in distribution that is likely to have far-reaching results.

These results are likely to be found not merely in new line-ups within trade circles, but likewise in the cultivation of new habits on the part of the public. It may lead consumers to a species of "group buying" that will be as influential in its way as merchants' group buying at wholesale. If it is to be no longer a competition, primarily, between different makes of the same class of goods but, rather, a rivalry between alternative food stuffs, it follows that the more versatile a food specialty can be shown to be, the better it will fare in the race.

Grocers and other food purveyors have become thoroughly convinced that customers may be induced to buy more liberally if baited with combination offers at inclusive prices—not necessarily cut-prices, even though they may be expressed in odd cents.

Acting on this conviction, many retailers—and especially the chain managers—have been making up their own combinations. As they have awakened to this trend in retailing, some of the food specialty manufacturers have concluded that, if their products are to figure in "combination", it would be more to their interest if they had something to say as to the make-up of the combinations.

This technique of miscellaneous package combination is but a glori-

fied version of the assortment package practice which has been growing in favor ever since marketers stressed the rule to "make one package sell another". The relative quantities have been adjusted to normal consumption, as in the Ferrone "complete spaghetti dinner" in which an appropriate quantity of spaghetti is delivered with a bottle of sauce and a package of the cheese. (What food industries are the "natural allies" of the candy industry? Is it possible to form a mutually profitable non-competitive alliance that will benefit the candy industry in its competition with other sugar products industries? Does the subject discussed by this writer suggest any constructive ideas with reference to the merchandising of candy? It certainly stimulates thought.—Editor.)

## Advantages of Use of Nuts

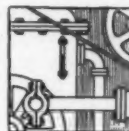


Anon. *National Nut News*, vol. 3, p. 54.

NUTS, due to their deficiency in water, are a concentrated food. They are a rich source of proteins, for example, containing as high as 29 per cent. About half the edible portion of each nut is fat or oil. Carbohydrates are present in very small amounts, the chestnut and peanut having the largest proportion. Mineral matter is an important constituent of all nuts, walnuts and almonds containing the most.

The flavor is largely dependent on the nature of the oils present. The disagreeable taste of spoiled nuts is due to rancidity of the oil. Experiments have shown that the protein of pecans and walnuts is digested as easily, but not as completely, as the protein of milk. Tests have also shown that, while addition of salt to nuts improves their flavor, it does not improve their digestibility, as many think. Because of their concentrated nature nuts are best combined with bulky foods and especially with foods rich in carbohydrates. (The fact that candy is rich in carbohydrates, whereas most nuts contain relatively small amounts, constitutes a very sound reason for nut candies, from a dietetic and nutritional standpoint.—Editor.)

## The Automatic Conditioning and Temperature Control of Chocolate in an Enrober



By J. Valentine Backes. *Food Manufacture*, vol. 5, p. 247.

THE superiority of the finish and gloss obtained by hand-dipping as compared with enrober-covering is due to the constant intermixing of cool with warm chocolate. The hand-dipper working with a relatively small mass of chocolate is able to keep the temperature within the required limits. The chocolate on the outer rim of her plaque slowly cools, and this cooled portion is being constantly stirred into the bulk. It is necessary to reproduce these conditions in order to obtain results on an enrober equal to those obtained by the hand-dipper.

There are various objections to existing methods of temperature regulation of chocolate in enrobbers, most of which are based on regulation of the temperature of a water-jacket surrounding the main bulk of the chocolate in the tank of the enrober. The chocolate in the tank is subject to heat gains or losses from sources other than the water-jacket. The excess chocolate running off the centers will be cooler, while that returning from the drip extension plates will be warmer, and the temperature difference between the controlled water-jacket and the chocolate is too small to counteract variations in the chocolate due to heat gains or losses.

The fact that the water-jacket is accurately and constantly maintained at a constant temperature within half a degree is no guarantee that the chocolate in the trough at the top of the machine is similarly controlled. Yet the latter is at the critical stage of covering, where temperature becomes a vital factor. Also, by maintaining the whole mass of chocolate at a fixed temperature, near the melting point of cocoa butter, the chocolate tends to thicken, this being accompanied by a rise in temperature due to heat of crystallization. Correction of this condition requires time and labor and is far from automatic.

In an enrober controlled as above



## TECHNICAL LITERATURE

each particle of chocolate is more or less at the same temperature, whereas for ideal covering, it is essential to have a mixture of cooler particles intermixed with warmer. It is the presence of the cooler particles that induces the chocolate to set more rapidly and evenly, and, in so doing, to produce the more permanent gloss.

The author describes an automatic regulator of a new type (Drayton-Backes regulator) which is adaptable to any type of enrober fitted with water or steam. The bulb of the main control is inserted at the top of the enrober in the curtain of chocolate flowing on to the goods being covered. There are two subsidiary controls which are inserted in the water-jacket of the bulk-tank. These are the high limit and low limit thermostats, which are responsible for the conditioning of the chocolate in the main tank. Working in unison with the main regulator, they prevent super-heating or cooling and produce a balanced mixture of cool and warm chocolate at the temperature set by the main regulator. They are inserted in the water-jacket surrounding the bulk of chocolate in the base of the machine and operate so that the temperature of the water-jacket is made to fluctuate constantly between predetermined maximum and minimum limits. It is the automatic operation of these two thermostats which conditions the chocolate by continuously cooling and warming, and so renders it a balanced mixture of cool and warm chocolate, instead of maintaining it as a mass at one uniform temperature. They also act as a safeguard against overheating or cooling, which, owing to the rather high viscosity of the chocolate, is so often likely to happen.

### Making Confectionery from Sugar Syrup



*British Patent No. 336,321 to A. W. Beach. The Illustrated Official Journal, No. 2185, p. 5162.*

**I**N the manufacture of confectionery, and also jams and preserves, the sugar is added in the form of an aqueous solution obtained in this instance by the diffusion treatment of

sugar beets. The sugar syrup may be obtained by diffusion treatment of dried cossettes of sugar beets, the sugar solution being concentrated, clarified and subjected to a lime or other treatment to remove albumenoids, the purification being effected so as completely to clarify and decolorize the solution and remove suspended impurities.

(While complete details of this patent are not available, it apparently relates to the production and marketing of refined sugar in syrup form, especially in certain industries in which granulated sugar must be dissolved prior to actual use. So-called "liquid sugar" is now being used in the United States in several industries, particularly in manufacture of ice creams, preserves, table syrups and beverages, and it is anticipated that sugar syrup in sufficiently pure form for general use in the candy industry may be available in the near future, thus making possible economies with regard to sugar bags, handling, etc.—Editor.)

### Regarding Vanilla, Vanillin and the Mixing of the Same with Sugar



*By Dr. J. Pritsler and Robert Jungkuns. The Spice Mill, vol. 52, p. 2094.*

**T**HE writers discuss first the preparation and composition of vanilla extracts on the market and the basis for judging vanilla. Vanillin, the most important substitute for vanilla, is prepared by several methods. Adulteration of vanillin with coumarin, heliotropin, etc., is said to occur, but is probably not extensive. Bourbonal differs from vanillin by only a slight modification in chemical composition, but is said to have about four times the strength of vanillin. Addition of bourbonal to vanillin is improbable, since bourbonal is sold at about three times the price of vanillin. Piperonal is contained in certain inferior kinds of vanilla and also is used at times as an adulterant of vanillin.

Mixtures of vanillin and sugar (vanillin-sugar) have steadily increased in popularity and have displaced the vanilla bean for some purposes. The food laws of some countries require the presence of at

least 2.0 per cent of vanillin in vanillin-sugar.

During recent years efforts have been made to introduce mixtures of ground vanilla beans with sugar (vanilla-sugar). The presence of sugar facilitates the pulverization of the vanilla. The absence of sugar necessitates prolonged grinding, and it is known that vanilla loses most of its aroma when it is ground for too long a time.

When vanilla beans are dried, whether rapidly or slowly, the evaporation of moisture always causes a great loss in aroma. The best quality of vanilla-sugar is obtained by using 30 per cent or more of fresh vanilla and depending on the sugar to absorb the moisture. In this way the aroma of the vanilla is also absorbed and retained by the sugar for a long time. Vanilla-sugar prepared in this way contains all the aromatic principles of vanilla. In general, the use of dry vanilla is advocated by extract manufacturers that desire to liquidate their stocks of old dried vanilla that are no longer salable, this being accomplished simply by having them ground. However, the production of vanilla-sugar that has all the qualities of fresh vanilla is not so simple and requires considerable care.

### Ridding the Plant of Rats



*By C. V. Akin, Surgeon, U. S. Public Health Service. Food Industries, vol. 2, p. 298.*

**T**HE author describes the habits of the two principal classes of rats, i. e., the brown or Norway rat and the roof and black rats. The following steps in rat suppression and control are discussed: eliminating hiding and harboring places from ground area of premises, preventing entrance of rats to buildings, preventing harboring of rats within the building, and controlling the rats' food supply.

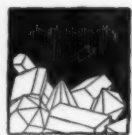
The principal methods of rat eradication are trapping, fumigation and poisoning. As a means of simultaneously ridding all parts of a plant of rats, adequate fumigation with hydrocyanic acid gas cannot be too strongly recommended. The use of a warning gas in conjunction with hydrocyanic acid gas is an essential safeguard. Satisfactory warning is



produced by one of the lacrymatory gases, of which chloropicrin and cyanogen chloride are examples.

Two methods of applying hydrocyanic acid gas are in use by official agencies. These are the barrel generation method and the use of "Zyklon-B", a chemical preparation of German manufacture which is composed of liquid hydrocyanic acid absorbed by diatomite, a porous, granular, earthy material. The use of poisoned baits, the active ingredient of which may be phosphorus, arsenic, strychnine or barium carbonate, may be recommended under certain circumstances, but cannot be indorsed generally for the food products industries.

### Crystallized Candies



*British Patent No. 328,318 to J. Lyons & Co., Ltd., and D. A. Granville. The Illustrated Official Journal, No. 2161, p. 1992.*

IN the manufacture of cream fondant from a boiled solution of cane sugar and invert sugar or glucose, a fine uniform texture is obtained by passing the fondant between one or more pairs of rollers, one roller of each pair rotating at a different peripheral speed from the other. The fondant may be in a heated condition and the rollers may be cooled. The fondant may pass upward from the lowest pair of rollers to the highest.

### Nulomoline Limited Organized

THE Nulomoline Company of New York has just announced the organization of Nulomoline Limited with offices at 410 St. Nicholas St., Montreal. This Dominion corporation is now manufacturing and distributing its product for its Canadian accounts.

It is the plan of the company to inaugurate a policy which will make possible the furnishing of service to its Canadian trade on practical problems. The purpose of this service will be to assist the manufacturing confectioner and the baker in an effort to bring about the production of better goods in greater variety.

This service will cover a wide range of subjects such as the checking of formulas, development of new pieces, and the offering of suggestions on production problems. While a great many of these problems are now handled by mail, it is planned to have practical men call upon their Canadian accounts from time to time thus affording them personal factory contact.

### Importance of Laboratory Control

(Continued from page 33)

*Gordian*, which objects to the alkali treatment on the grounds that it does not increase the "solubility," that alkali is not a natural or proper constituent of cacao products and that this treatment, instead of improving the flavor, actually has a deleterious effect.

On the other hand, ever since C. J. Van Houten first introduced the process more than a century ago, the process has not lacked its supporters. Several authorities agree that it does improve the flavor, and if the solubility is not increased, the presence of salts of organic acids in the product cannot help but aid the suspensibility in water.

Then, too, the argument that alkali does not "belong" in chocolate products is not taken seriously in some circles. According to that idea the presence of ground shell substance should be unobjectionable, and the presence in the final product of a substance which does not appreciably lower the food value or healthfulness of the food may reasonably be supported.

The probability is that both viewpoints are correct, depending upon the method which has been used and the skill with which the process has been carried out. The amount of alkali used should be just sufficient to neutralize the free organic acids present. The acids present may be acetic, tartaric, tannic, and small amounts of the higher fatty acids. Accordingly, it is important that the amount of alkali to be added should be first determined by analysis of cacao product before treatment, and the dutched chocolate or cocoa should not be alkaline in reaction. It seems to the writer that reduction of the free acidity should assist in the oxidation of the bitter substances to materials with a milder taste, and of the aromatic flavorings to their optimum strength.

I. R. Whympster, "Cocoa and Chocolate," 2nd Edition, 1921, page 446.  
J. H. W. Bywaters, "Cocoa and Chocolate Manufacture," p. 305-306.

### Shirley Laboratories Get Glyco Account

THE Shirley Laboratories of 30 Irving Place, New York City, have been retained as consultants by the Glyco Products Co., Inc., located at Bush Terminal, Brooklyn, N. Y., to work out special problems for the baking, flavoring, candy, beverage, canning and allied industries.

### New Booklets

**WHAT CEREOSE IS AND WHAT IT MEANS TO YOU**—The title of this new 6-page folder furnishes the key to its contents. It has just recently been released by the Corn Products Refining Company, 17 Battery Place, New York City. Copies are free on request.

**COLLEGE OF AGRICULTURE BULLETIN**—A 2 weeks' course in ice cream making (from February 23rd to March 7th) is announced in this 8-page pamphlet published by The College of Agriculture, Rutgers University, New Brunswick, N. J. Copies free on request.

**REVIEW OF UNITED STATES PATENTS RELATING TO PEST CONTROL**—A 10-page pamphlet prepared by Dr. R. C. Roark of the Insecticide Division of the Bureau of Chemistry and Soils, U. S. Department of Agriculture, Washington, D. C., containing abstracts of patents issued relating to pest control. Copies free on request.

**OFFICIAL 1931 DIRECTORY OF THE SYRUP AND MOLASSES INDUSTRY OF THE U. S. AND CANADA**—A handy 68-page desk reference booklet for buyers and sellers of basic sweets. Copies can be obtained from the Secretary of the National Syrup & Molasses Association, George P. Williams, P. O. Box 419, Kansas City, Mo. There is no charge.

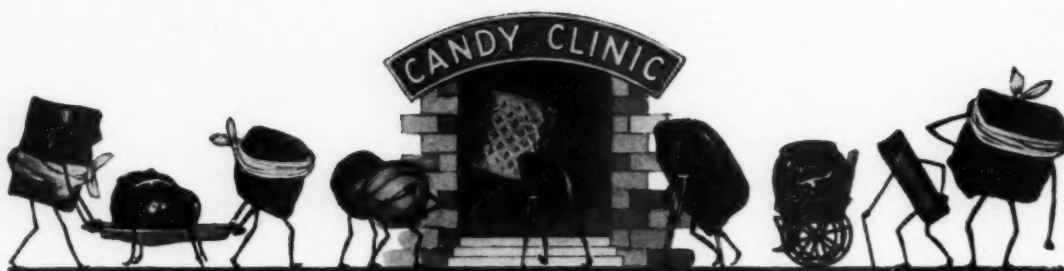
**RESEARCH PAPER NO. 224**—A 4-page pamphlet prepared by R. F. Jackson and S. M. Goergen of the Bureau of Standards, noting briefly the individual characteristics of anhydrofructose and difructose anhydride. For sale by the Superintendent of Documents, Washington, D. C. Price 5c.

**RESEARCH PAPER NO. 251**—A 12-page pamphlet prepared by Richard F. Jackson and Emma McDonald of the Bureau of Standards, relating to the constant occurrence of non-reducing disaccharides in hydrolyzed inulin. For sale by the Superintendent of Documents, Washington, D. C. Price 5c.

### Recent Appointments at Mellon Institute

DR. EDWARD R. WEIDLEIN, director of Mellon Institute of Industrial Research, Pittsburgh, Pa., has just announced the appointment of Dr. Leonard Harrison Cretcher to an assistant directorship in the Institution. Dr. Cretcher, who has been serving as head of the Institute's Department of Research in Pure Chemistry, since 1926, is a specialist in organic chemistry and will have supervisory charge of a group of industrial fellowships that are concerned with problems in organo-chemical technology.

Dr. Cretcher will continue to serve as directional head of the Department of Research in Pure Chemistry. He will be aided in this work by Dr. William L. Nelson, who has been made senior fellow in pure research. Beside Drs. Cretcher and Nelson, the departmental staff will include Drs. C. L. Butler and Alice G. Renfrew, who has just come to Mellon Institute from the Sterling Chemical Laboratory of Yale University.



*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month it is Dollar Chocolates; next month it will be Homemades and Pocket Packages. Each sample represents a bona-fide purchase in the retail markets, so that any one of these samples may be yours.*

*This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.*

## Dollar Chocolates

### Code 2A 31 Assorted Maple Confections— 1 Lb., \$1.00

(Purchased in a bus terminal in New York City.)

**Appearance of Package:** Good for this type of candy.

**Box:** Buff color. Printing in green and brown. Transparent cellulose wrapper used.

**Appearance of Box on Opening:** Fair. Box contained chocolate coated goods, crystallized creams and wrapped pieces.

**Chocolate Coating:** Dark.

**Gloss:** Fair.  
**Strings:** Fair.  
**Taste:** Fair.

#### Centers:

**Maple Walnut Cream:** Good.  
**Maple Nut Fudge:** Good.  
**Maple Sugar:** Too hard.  
**Maple Plain Cream:** Good.

#### Wrapped Pieces:

**Maple Caramel:** Lacked flavor.  
**Maple Chew:** Good.

#### Crystallized Pieces:

**Creams:** Flavor not strong enough.  
**Cream Wafer, One Side Chocolate Covered:** Very hard.  
**Plain Cream Wafer with Raisins:** Not a good eating piece.  
**Cocoanut and Fruit Stick:** Lacked maple flavor. Piece tough.  
**Caramel Stick Rolled in Nuts, Wrapped in Transparent Cellulose Which Stuck to Piece:** A good eating piece, but should not be wrapped in this material.

**Remarks:** A nice assortment can be made using maple sugar. This box of maple candies, however, is far from being a good example and certainly is not in the dollar class of candies. The top layer needs a divider as the candies were not in place. A liner is also needed. The crystallized creams were not made properly, they were too hard. Colored foil is out of place in this type of goods. Assortment of chocolates is entirely too small and not up to standard. If this box is to go over, many changes will have to be made.

### Code 2B 31 Assorted Chocolates—1 Lb., \$1.00

(Purchased in a retail drug store in New York City.)

**Appearance of Package:** In good taste.  
**Box:** Gray background printing in black. Extension type. White transparent cellulose used for outside wrapper.

**Appearance of Box on Opening:** Fair.  
**Chocolate Coatings Used:** Sweet, milk and bittersweet.

#### Coatings:

**Gloss:** Good.  
**Strings:** Very plain. Fair.  
**Taste:** Good.

#### Sweet Coating:

##### Centers:

**Vanilla Nut Caramel:** Good.  
**Raspberry Cream:** Good.  
**Jelly Marshmallow:** Good.  
**Molasses Cream:** Good.  
**Orange Cream:** Good.

**Molasses Cocoanut:** Good.  
**Marshmallow Fudge:** Good.  
**Peppermint Cream:** Good.  
**Molasses Chip:** Good.  
**Peanut Cluster:** Good.  
**Cherry Cream:** Good.  
**Vanilla Caramel:** Good.  
**Caramallow:** Good.  
**Molasses Sponge:** Too hard.

#### Bitter Sweet Pieces:

##### Centers:

**Vanilla Cream:** Good.  
**Cocoanut Cream:** Good.  
**Orange Cream:** Good.

#### Milk Chocolate Pieces:

##### Centers:

**Nougat:** Good.  
**Cocoanut Paste:** Good.  
**Cocoanut Cream:** Good.  
**Vanilla Marshmallow:** Good.

**Foiled Milk Chocolate Tablets:** Good.  
**Assortment:** Good.

**Remarks:** The only objection to be found with this box was that when it was opened, it had the appearance of a less expensive box of chocolates. Suggest a liner be used. Also use laces on the box. The dollar packages of today are finished boxes of candy and as a rule present a very fine appearance both inside and out.

### Code 2C 31 Assorted Chocolates—1 Lb., \$1.00

(Purchased in manufacturer's retail store in New York City.)

**Appearance of Tin:** Good. Tied with ribbon.

## THE MANUFACTURING CONFECTIONER

### Appearance of Goods on Opening:

Fair. Some pieces broken, scratched and turned upside down. This was undoubtedly due to excessive handling in mailing. However, it indicates too loose packing.

### Chocolate Coating: Sweet.

Gloss: Good.  
Strings: Good.  
Taste: Good.

### Centers:

Chocolate Cream: Fair.  
Almond Paste: Fair.  
Vanilla Cream: Good.  
Maple Cream: Good.  
Lemon Almond Paste: Fair.  
Filbert Paste: Fair.  
Red Jap Jelly: No flavor could be tasted.  
Brazil: Good.  
Almond Cluster: Good.  
Pink Cream: No flavor could be tasted.  
Marshmallow: Tough.  
Hard Candy Piece: Fair.  
Foil Cup, Milk and Dark Chocolate, Pecan Center: Good.  
Peppermint Cream: Good.

### Assortment: Too small.

Remarks: This box of chocolates is not up to the dollar standard. A

number of pieces tasted as though scrap had been used. Assortment was too small. Entirely too many creams and jelly pieces used. A divider is needed to pack this box properly. Also suggest using a liner. Most centers were of a cheap type, more nearly in the class of 60c goods than in the dollar line. These chocolates will bear much improvement if they are to sell for a dollar a pound.

Code 2D 31

### Assorted Chocolates—1 Lb., \$1.00

(Purchased in a drug store in Boston, Mass.)

### Appearance of Box: Good:

Box: Buff color. Extension type.

### Appearance of Box on Opening: Good.

### Milk and Dark Coatings:

#### Dark Coating:

Gloss: Good.  
Strings: Good.  
Taste: Good.

### Dark Chocolate Centers:

Lemon Cream: Flavor good, but color too deep.

Orange Cream: Good but color too deep.

Vanilla Cream: Good.

Foiled Wintergreen Cream: Good.

Foiled Pistachio Nougat: Good.

Raspberry Cream: Good.

Tingling: Good.

Butterscotch: Good.

Vanilla Cream: Good.

Chocolate Fudge: Good.

Coffee Cream: Fair. Flavor not strong enough.

### Milk Chocolate Centers:

Caramel: Good.

Nut Fudge: Fair. Tasted as though made of scrap.

Molasses Taffy: Fair.

Molasses Sponge: Fair. Too hard.

Vanilla Marshmallow: Good.

Nut Nougat: Good.

### Assortment: Fair.

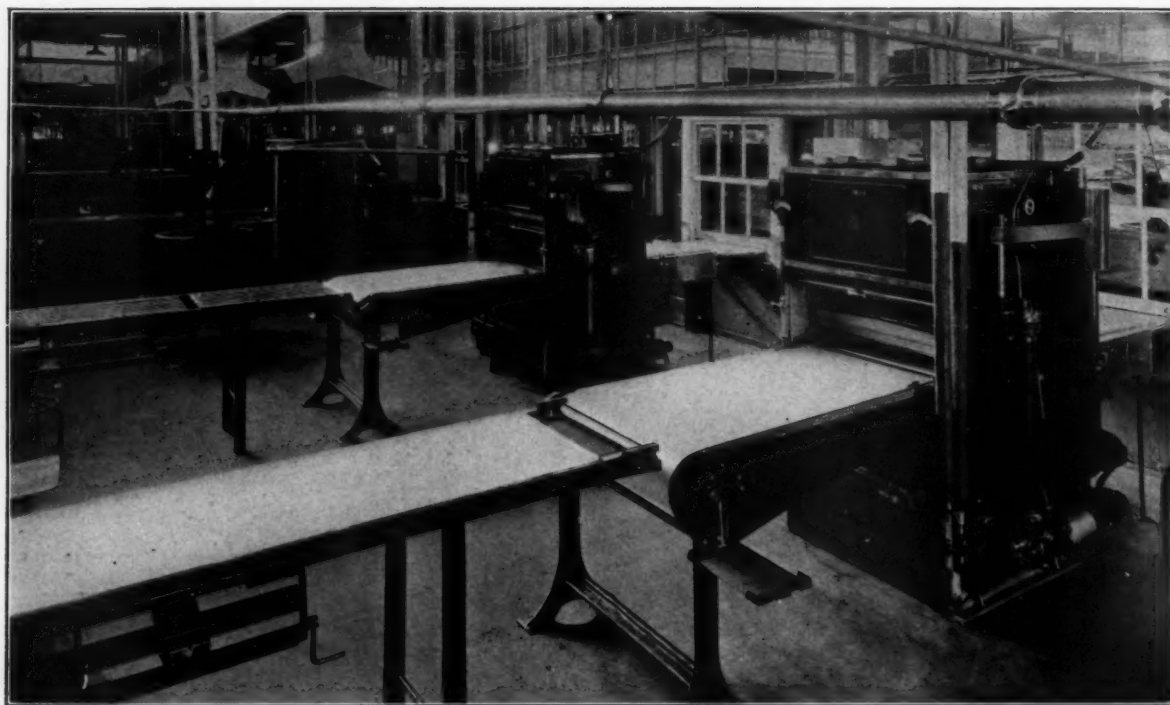
Remarks: This box is not up to dollar standards. Not a good assortment; too many creams. Colors in the creams entirely too deep; sponge almost solid; some pieces off taste. At least a few chocolate nuts might be used. This box should be checked up. Suggest a better assortment, better made goods and elimination of the larger pieces.



# *Mammoth*

# *Production Uses the*

# *Enrober*



Battery of 32 inch Enrobers at MARS, INC., Chicago

## **NATIONAL EQUIPMENT CO.**

Springfield, Mass., U. S. A.





## *The Greatest Production of Candy in the World*

**MARS' Enrobers run 24 hours a day!**

WHERE the last word in mechanical ingenuity, sturdiness, quality and service is required you will find NATIONAL EQUIPMENT machines.

### **Features Found Only in the Enrober:**

Automatic Control of chocolate temperature means uniform thickness of coating.

Mechanical Detailing Device means uniform shape of pieces, without "feet" or distorted bottoms.

Kettle type of chocolate tank means uniform blend of coating maintained.

High speed means uniform production assured under perfect control.

Wonderful eye-appeal, but sanitary and hygienic as befits a food industry.

## *There is a NATIONAL Machine for Every Candy Making Purpose*

SEND FOR A NATIONAL ENGINEER — he is equipped to assist you regardless of the type of goods which you are making. Why go without his counsel when you will surely add to your profits if you employ it?

There is no obligation. You will be surprised at the assistance we can render you.

**NATIONAL EQUIPMENT CO.**  
Springfield, Mass., U. S. A.

## THE CANDY CLINIC

### Code 2E 31

**Assorted Chocolates—1 Lb., \$1.00**  
(Purchased in a drug store in Boston, Mass.)

**Appearance on Package:** Very attractive.

**Box:** Blue printing in gold and tied with gold cord. The bottom and top of this box are wrapped separately in white transparent cellulose. This wrapping is put on with the same machine that puts on the original wrapper. It makes a very neat package and one which is out of the ordinary; the idea is good. Of course, this could not be done with an extension type of box.

**Appearances of Box on Opening:** Good. A liner of white transparent cellulose was used.

**Chocolate Coatings:** Dark and milk.

**Dark Coating:**

**Gloss:** Fair. Three pieces had bloomed badly.

**Strings:** Good.

**Taste:** Good.

**Centers:**

**Orange Peel:** Good.

**Almonds:** Good.

**Lemon Cream:** Good.

**Molasses Chip:** Good.

**Marshmallow Fudge:** Fudge hard; marshmallow good.

**Honey Nougat:** Good.

**Marshmallow Caramel:** Good.

**Chocolate Brazil Caramel:** Good.

**Chocolate Caramel:** Good.

**Vanilla Caramel:** Good.

**Vanilla Coconut Paste:** Good.

**Pistachio Nougat:** Good.

**Butterscotch:** Good.

**Orange Cream:** Good.

**Chocolate Fudge:** Good.

**Bittersweet Peppermint Sticks:** Good.

**Milk Chocolate Centers:**

**Butter Taffy:** Good.

**Molasses Coconut:** Good.

**Foil Cup:** Solid chocolate and nuts; had an "off" taste.

**Gold Foil Wrapped Solid Chocolate:** Good.

**Jordan Almonds:** Three pieces in top layer, three on bottom. Good.

**Wax Wrapped Pieces:** Chocolate Nougat Caramel. Good.

**Vanilla Caramel Whirl:** Good.

**Vanilla Nougat Caramel:** Good.

**Vanilla Coconut Caramel:** Good.

**Assortment:** Very good.

**Remarks:** This is a good box of selected candies and chocolates. The transparent cellulose lining does not strike us as giving as good an appearance as a moiré or glassine lining would. It makes the box look partly empty when the cover is removed. The solid milk chocolate and nuts in the foil cup needs checking up. It did not have a good taste.

### Code 2F 31

**Assorted Chocolates—1 Lb., \$1.00**  
(Purchased in a drug store in Boston, Mass.)

**Appearance of Package:** Good.

**Box:** Extension type. Name in gold. Tied with silk cord. White transparent cellulose wrapper used.

**Appearance of Box on Opening:** Good.

**Chocolate Coating:** Milk.

**Gloss:** Good.

**Color:** Good.

**Taste:** Good.

**Strings:** Plain.

**Centers:**

**Almond and Date:** Good.

**Vanilla Caramel:** Had a coat of grain.

**Vanilla Cream, Almond Top:** Good.

**Cream Almond:** Good.

**Butterscotch:** Partly grained.

**Molasses Coconut:** Good.

**Foiled Peanut Taffy:** Good.

**Maple Pecan Cream:** Good.

**Pistachio Nougat:** Good.

**Cream Cherry:** Good.

**Cream Pineapple:** Good.

**Lemon Cream:** Good.

**Molasses Plantation:** Good.

**Filbert Cluster:** Good.

**Molasses Sponge:** Good.

**Brazil Cream:** Good.

**Caramallow:** Good.

**Coconut Cream:** Good.

**Filbert Cream:** Good.

**Foiled Almond Glace:** Good.

**Assortment:** Good.

**Remarks:** Suggest it be stated on the top of the box, that it contains milk chocolate assortment. Some people who do not care for milk chocolate, might be disappointed if they purchase this box. Suggest also that a liner be used and that something other than foiled pieces be used for topping. In all cheap boxes foiled pieces are resorted to to land "elegance." A few too many cream centers were used. Use more of the hard and chewy centers. Creams are not popular in dollar boxes.

### Code 2G 31

**Assorted Confections—1 Lb., \$1.00**  
(Purchased in a restaurant in Boston, Mass.)

**Appearance of Package:** Attractive.

**Box:** Full telescope. Light yellow color with printing in light yellow on a black base. Yellow ribbon used corner to corner. Outside wrapper of white transparent cellulose.

**Appearance of Box on Opening:** Good. Box contained crystallized jelly leaves, bonbons, wrapped taffy and caramels. Balance chocolate covered pieces.

**Chocolate Coating:** Sweet.

**Color:** Good.

**Gloss:** Good.

**Strings:** Plain.

**Taste:** Good.

**Centers:**

**Vanilla Marshmallow:** Good.

**Pistachio Nougat:** Good.

**Peppermint Cream:** Good.

**Coconut:** Dry and hard.

**Green Turkish Paste:** Good.

**Chocolate Caramel:** Good.

**Lemon Turkish Paste:** Good.

**Orange Coconut Cream:** Good.

**Date:** Good.

**Maple Cream:** Good.

**Nut Taffy:** Good.

**Parfait:** Good.

**Solid Chocolate, Metal Cup:** Good.

**Filbert Cluster:** Good.

**Raisin and Peanut Cluster:** Good.

**Vanilla Brazil Cream:** Good.

**Milk Chocolate, Foil Cup:** Good.

**Vanilla Wrapped Caramel:** Partly grained.

**Chocolate Wrapped Caramel:** Good.

**Nut Taffy, Wrapped:** Good.

**Sugared Nut Chip:** Good.

**Green Jelly Leaf:** Good.

**Apricot Jelly Leaf:** Good.

**Raspberry Cast Bonbon:** Good.

**Lemon Cast Bonbon:** Good.

**Assortment:** Fair.

**Remarks:** At \$1.00 per pound, hand dipped bonbons could be used. Suggest the use of two liners, one each way. This box seems a trifle high and we believe it would look better if a tray were used for the top layer. The assortment is not up to the \$1.00 standard. Raisin clusters, Turkish paste, dates and cast bonbons are not dollar candies. This box can stand some improvements, if it is to be a successful dollar-a-pound seller.

### Code 2H 31

**Assorted Chocolates—1 Lb., \$1.00**  
(Purchased in a chain cigar store in New York City.)

**Appearance of Package:** Nicely put up, but the elaborate cover makes it a trifle cheap looking for a dollar box. There are a number of less expensive boxes on the market that have a top of this kind.

**Box:** Extension type. Entirely too many colors used for a high grade package. Tied corner to corner with red ribbon. Wrapped in white transparent cellulose.

**Appearance of Box on Opening:** Good.

**Chocolate Coating:** Milk.

**Color:** Good.

**Gloss:** Good.

**Strings:** Plain.

**Taste:** Good.

**Centers:**

**Nougat, no Nuts:** Fair.

**Almond Cream:** Fair. A trifle dry.

**Vanilla Caramel:** Partly grained.

**Taste:** Fair.

**Vanilla Cream:** Dry, hard and tasteless.

**Orange Cream:** Flavor poor.

**Lemon Cream:** Flavor poor.

**Chocolate Paste:** Good.

**Dark Cream:** Not sufficient flavor to tell what it was.

**Foiled Wrapped Peppermint Cream:** Flavor good. Cream hard.

**Foil Cup: Solid Chocolate:** Good.

**Almond Cluster:** Good.

**Pecan:** Good.

**Chocolate Caramel:** Tasted as though made of scrap.

**Nut Taffy:** Good.

**Nut Cream:** Fair.

**Apricot Jelly:** Good.

**Coconut Paste:** Good.

**Brazil:** Good.

**Molasses Plantation:** Good.

**Assortment:** Fair.

**Remarks:** This box is below par. Many of the centers were very poorly made. Creams were hard, dry and poorly flavored. Pieces were too large. Some careful checking up is needed here. If this box of chocolates isn't improved quickly it will not last long. The dollar boxes of today are bang up as a rule and well worth a dollar.

### Code 2I 31

**Assorted Chocolates—1 Lb., \$1.00**  
(Purchased in a retail drug store in New York City.)

**Appearance of Package:** Good.

**Box:** White; name in gold. Tied with

## THE MANUFACTURING CONFECTIONER

gold cord. Wrapped in white transparent cellulose.

**Appearance of Box on Opening:** Fair.  
**Chocolate Coating:** Sweet, milk and bittersweet.

### Sweet Coating:

**Color:** Good.  
**Gloss:** Good.  
**Strings:** Plain. Fair.  
**Taste:** Good.

### Centers:

**Cocoanut Cream:** Good.  
**Maple Pecan Cream:** Good.  
**Nougat:** Good.  
**Vanilla Caramel:** Good.  
**Lemon Cream:** Good.  
**Molasses Plantation:** Good.  
**Filbert Cluster:** Good.  
**Foiled Cordial Cherry:** Good.  
**Coffee Cream:** Good.  
**Date:** Good.  
**Pistachio Nougat:** Good.  
**Foiled Praline Paste:** Good.  
**Pignolia Taffy:** Good.  
**Raspberry Cream:** Good.  
**Raspberry Marshmallow:** Good.  
**Almonds:** Good.  
**Glace Pineapple Fruit:** Good.  
**Chocolate Cream:** Good.  
**Chocolate Caramel:** Good.  
**Vanilla Marshmallow:** Good.  
**Foiled Cordial Pineapple:** Good.  
**Caramallow:** Good.  
**Brazil:** Good.  
**Milk Chocolate Foil Cup:** Good.

### Bittersweet Chocolate:

**Fruit Cream:** Good.  
**Strawberry Cream:** Good.

### Assortment:

**Remarks:** The box makes a good looking package, but on opening it looks partly empty. The top tray is too deep. Suggest a liner be used. The green foil has a cheap appearance, suggest a light colored foil be used. Some different pieces might be used to advantage as topping for the upper layer. Except for these few minor changes this package is very fine.

## Miscellaneous Items

### Code 2J 31

**Chocolate and Almond Paste Bar—1 Oz., 5c**

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. White transparent cellulose wrapper. Gold seal with name. This bar is made up of a chocolate paste with imitation almond paste center. Rolled in chopped green colored nuts.

**Flavor of Bar:** Good.

**Texture:** Good.

**Remarks:** This is a good bar at the price but is a little small for 5c.

### Code 2K 31

**Milk Chocolate Coating—1/2 Lb., 18c**

(Purchased in a department store in San Francisco, Calif.)

**Color:** Good.

**Texture:** Good.

**Taste:** Fair. A little too sweet.

**Remarks:** This is a fair milk coating. The flavor might be improved.

### Code 2L 31

**Milk Chocolate Coating—1/3 Lb., 10c**

(Purchased in San Francisco, Calif.)

**Color:** Good.

**Texture:** Good.

**Taste:** Fair.

**Remarks:** This is a fair milk coating.

### Code 2M 31

**Chocolate Drops—49c Per Lb.**

(Purchased in a 5 & 10c store in Chicago, Ill.)

This piece is a small moulded milk chocolate drop, in the shape of a flat chocolate bud.

**Texture:** Fair.

**Taste:** Fair.

**Remarks:** At the price of 40c pound a better chocolate could be used.

### Code 2N 31

**Bulk Milk Chocolate—40c Per Lb.**

(Purchased in a department store in Chicago, Ill.)

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating milk chocolate at the price.

### Code 2O 31

**Chocolate Bars—5 for 10c—5 Ozs.**

(Purchased in a 5 & 10c store in Chicago, Ill.)

**Appearance of Package:** Good. This packaged contained 5-10 oz. chocolate bars containing roasted peanuts and raisins. Banded and sold for 10c.

### Chocolate:

**Texture:** Good.

**Taste:** Fair.

**Remarks:** This is an exceptionally large package of chocolate bars and at the price of 10c, it should be a large seller. The chocolate used is good, considering the price.

### Code 2P 31

**Milk Choco-Tales—45 Grs., 10c**

(Purchased in a department store in Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** Folding type. Printed in red, blue and yellow. Orange colored, transparent cellulose wrapper.

**Contents:** Milk chocolate, moulded Christmas toys.

### Chocolate:

**Texture:** A little dry.

**Taste:** Fair.

**Moulding:** Very good.

**Remarks:** This is a novelty package and at 10c ought to sell readily.

### Code 2Q 31

**Chocolate Bar—10c—No Weight**

(Purchased in a hotel in Chicago, Ill.)

**Appearance of Bar:** Good. This is a solid milk chocolate bar, foil wrapped.

### Chocolate Bar:

**Texture:** Good.

**Taste:** Good.

**Remarks:** Seems rather small for 10c.

### Code 2R 31

**Chocolate Bar—1 1/4 Ozs., 5c**

(Purchased in a department store in Chicago, Ill.)

**Appearance of Bar:** Good. Foil wrapped, with printed buff and brown band.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a well-known bar and enjoys a good sale.

### Code 2S 31

**Chocolate Butter Creams—70c Per Lb.**

(Purchased in a retail store in Chicago, Ill.)

This piece is a large chocolate butter cream dipped in a bittersweet coating.

**Chocolate Coating:** Good.

### Center:

**Texture:** Good.

**Flavor:** Good.

**Remarks:** This is a good chocolate butter cream, but the individual pieces are too large. Suggest they be made to average around 30 pieces to the pound.

## The Sugar Institute Elects Officers for 1931

The election of officers and directors of The Sugar Institute, Inc., for the year 1931 is announced by Fred G. Taylor, Executive Vice Secretary, following the annual meeting of the Institute held here today.

"The work of the Institute since its foundation three years ago," said Mr. Taylor, "has, we believe, reacted to the benefit of its members, the trade in general and the consuming public. It has, in this period, established for the benefit of the industry, a sound code of ethics, the cardinal principle of which is that sugar should be sold by the refiners upon open prices and terms publicly announced and without discrimination between buyers.

"It has also endeavored to pass on to the general public scientifically authenticated facts concerning the value and effects of sugar in the diet. To this end, the Institute recently established a fellowship at The Mellon Institute of the University of Pittsburgh, where both dietetic and industrial problems relating to sugar will be the object of exhaustive laboratory research.

"During the ensuing year, the Institute will continue to foster this type of research. It will also continue its campaign of advertising which has been educational and informative in character. This campaign now in its third year has been conducted with the advice and assistance of eminent members of the medical profession and has stressed the nutritive and dietetic significance of sugar."

The officers elected were: Chairman of the Board of Directors, W. H. Hoodless, Pennsylvania Sugar Company, Philadelphia; President, James H. Post, National Sugar Refining Company, New York; Vice President, Frank E. Sullivan, Western Sugar Refinery, San Francisco; Secretary, M. E. Goetzinger, Arbuckle Brothers, New York; Treasurer, M. E. Rionda, W. J. McCahan Sugar Refining & Molasses Company, Philadelphia; Executive Vice Secretary, Fred G. Taylor.

The following members were elected to the Executive Committee: M. E. Goetzinger, J. Moog, Godchaux Sugars, Inc., New Orleans; Charles D. Bruyn, National Sugar Refining Company; L. V. Place, W. J. McCahan Sugar Refining & Molasses Company and W. H. Hoodless.

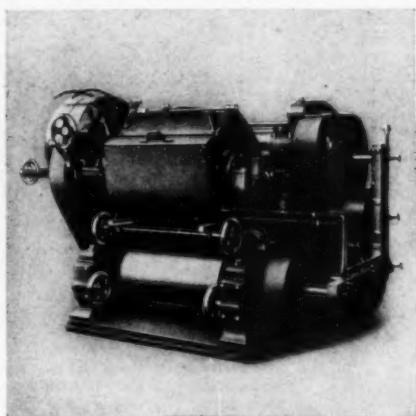


# Introducing...

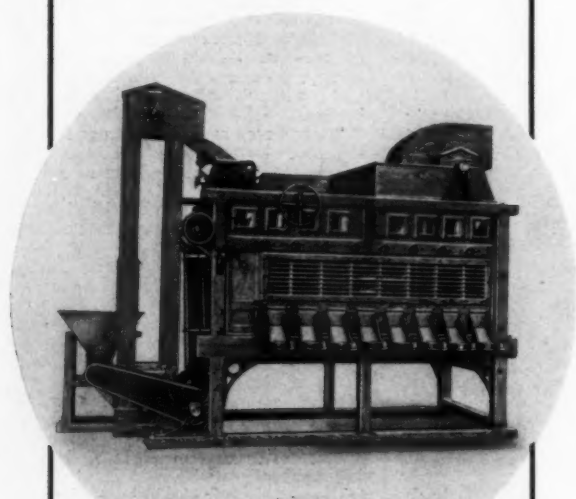
## New BAUERMEISTER

A Full Line

## Modern Chocolate



**Melanger Refiner**  
Combination of melanger and 5-roll refiner in one unit.



**Cracker and Fanner**  
Latest style vibrating sieve, instead of rotating drum; suction instead of blower system, and other refinements. We have just installed one of these Bauermeister Crackers and Fanners in the plant of Moirs, Ltd., Halifax, N. S.

THE house of Hermann Bauermeister has for years stood for the very highest quality in workmanship, materials, and mechanical perfection.

Since the Bauermeister firm introduced the use of steel rollers in the manufacture of chocolate in the year 1902, they have introduced and also adopted the newest ideas in chocolate making up to the present time.

Their Cracker and Fanner and Cocoa Powder Outfits are the best in the world, and used by the largest and best quality manufacturers in Europe as well as by some of our large chocolate manufacturers.

The Bauermeister Chocolate and Cocoa Making Machines are from the greatest refinements down to the small-

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Bauermeister detail in construction of greatest efficiency.

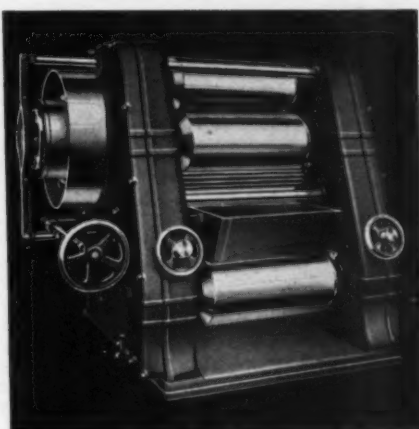
We have the exclusive rights for the sale and distribution for North America. The reputation and service of our organization is behind the sale of every Bauermeister machine.

Please write to us for prices and full information with reference to any machinery or equipment which you contemplate installing at the present time or in the near future.

The firm of Hermann Bauermeister manufacture every type of machine which is used in the manufacture of candy and chocolate, from the smallest to the largest capacities, and we can assure you that in every machine you will find the last word in construction and refinements.

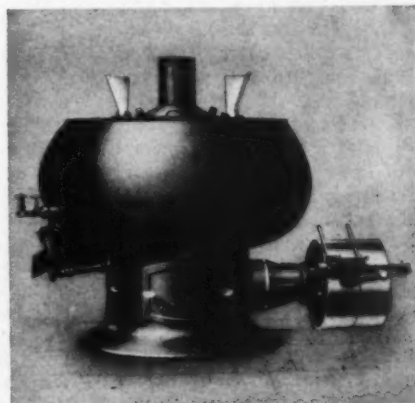
# BAUERMEISTER MACHINERY CO.

New York, N. Y.



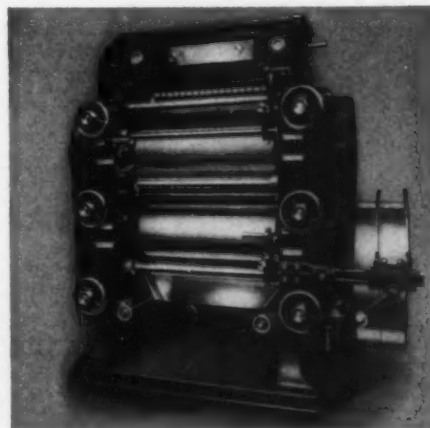
**Five Roll Ideal Refiner**

Roller bearings and newest construction of rollers for uniform intensive water-cooling.



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Less floor space and greater efficiency; 2,000 pounds capacity.



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Nib breaker and 4-roll steel water-cooled mill, improved construction with micrometer adjustment of rolls.

## A Discourse on

# Dollar Packages

By Eric Lehman

ONE of the most popular items today is the dollar assortment. In view of its popularity the candy manufacturer should be very sure to give the customer a full dollar's worth. Don't try to deceive him by a fancy package and a dollar price tag, at the same time giving him 80 cents a pound candy value. Of course, it is easy on the cost sheet to use peanut clusters, turkish paste, and a more than generous assortment of cream center goods in your package but in all honesty it must be admitted that these do not belong in a dollar-a-pound assortment. When the consumer spends a dollar for a pound of candy, today, he is looking for a full dollar's worth and he won't be satisfied unless he gets it.

Since gift boxes are, as a rule, in the higher price class, we are safe in assuming that the average purchaser of a dollar package buys it to take home and share with the rest of the family. This fact should be taken into consideration when planning a package of this type. The assortment should be such that there will be a variety of pieces which will please all, both young and old. In some of the boxes we examined, we found the "assortment" was composed mostly of creams. Now, if all the purchasers had false teeth that might be a real good idea, but fortunately, they have not. Another common fault is the inclusion of hard and chewy centers that even a person with good sound teeth could not chew. If these latter candies are to be included in the assortment be sure to use enough butter and other necessary ingredients to make them edible.

### Care in the Use of Flavors and Colors

One of the most popular flavors among the cream center pieces is peppermint, but we found among the Clinic samples a number of these supposedly peppermint pieces which had a very poor taste—in some there

was a strong taste of menthol. If it is known that the goods are to be stored for any length of time an oil of peppermint should be used that will not turn to menthol with age. Lemon, raspberry and orange are flavors that are a bit treacherous to use. They turn rancid very quickly. It is best to keep up a small amount of these flavors on hand and very little should be kept in the cooking room at a time as the heat will soon cause them to turn.

In coloring cream be careful not to get the colors too deep. Physiologically the human system rebels at consuming food that is too colorful. This natural aversion for highly colored substances should be kept in mind when there is the temptation to add more color to your cream. The delicate hues are far more appetizing. Some of the creams examined were rather tough and this was caused, no doubt, by the use of too much corn syrup. Corn syrup costs but a trifle less than sugar and the saving, if any, is very slight. A 20% corn syrup cream is a good fondant to use in most all creams. If you want a good tender cream, use only 10% corn syrup. A remelt will make a better cream than a "bob" cream and if made properly, will stand up longer and have a better color.

Chocolate coatings are largely a matter of personal taste. Many of the coatings of these dollar assortments were especially good. There were the inferior coatings, too. The best eating pieces are dipped in about a 35 to 40% coating. Pieces most popular are those running about 45 to 55 to the pound. The small hundred count pieces do not seem to be selling well at the present time. This type of goods does not eat so well as the proportion of coating to center is entirely too great. Often in the small pieces the centers can hardly be tasted.

### Re: Dividers, Liners and Cups

To those manufacturers who are at-

tempting to produce the largest one-half pound box on the market, there is just one word of advice we might offer, and that has to do with the use of dividers. In large boxes this is most important as is also the kind of divider to be used. We found in examining the Clinic samples that some of the dividers used were practically useless. They did not keep the goods in place. Some of them even collapsed. Dividers should be fitted to the box so they will stay in place. Some manufacturers use plain chip board for this purpose. This material is of little use and certainly does not enhance the good appearance of the box when it is opened. A finished divider costs very little more than this plain chip board and the margin of profit on a dollar box should permit the use of the former. In one or two cases, the top layers were packed tightly while the bottom layers were left half empty. With the proper kind of dividers, such a condition might be avoided.

The use of cups and liners is important. When using cups do not use one that is too large for the pieces. As for liners, the package without one can not present its best appearance. One of the cheapest things we can use in a box of chocolates is a liner. When they can be afforded in a 50c box of candy, certainly they can be used in a dollar package. Today, more than ever before the public is looking for value and anything that can be done to add to the appearance and attractiveness of your package should be resorted to if it is not too costly.

In summing up this month's Clinic of dollar packages, we found the greatest fault in the centers,—hard, tasteless creams, plain nougat without fruit or nuts, jelly pieces made of jap jelly, tough marshmallows, hard caramels, and so on. Certainly such pieces do not belong in a dollar-a-pound package. On the other hand, the chocolate coatings were of very fair average quality. Carefully check your package; open up one or two and examine them just before they are ready to leave the factory. You may think they are going out in perfect condition, but such an inspection will sometimes cause you an unpleasant surprise. Remember that this is a popular priced item and the value you give the customer will largely determine whether you sell him one dollar's worth or many dollar's worth.

## Sweets to the Sweet

THE "Sweetest Girl" contest sponsored by the National Confectioners' Association was unusually successful in arousing public interest. Four hundred newspapers throughout the country published pictures of the winner and accounts of the contest. The Columbus (Ohio) *Dispatch*, one of the fourteen newspapers conducting this contest, succeeded in furnishing the "Sweetest Girl" in America.

Miss Helen Robinson, the 19 year old winner of the title and the trip to Havana, arrived in New York on January 19th. Until her sailing two days later she was just

about the most popular young lady in the city. Even while Dr. Arthur Frank Payne, the famous psychologist, was making a scientific test of her disposition, reporters, newspaper photographers and movie cameramen crowded about her. Four New York dailies carried her picture and story on the day following her arrival.

At the close of her second day in New York Miss Robinson attended a performance of "Sweet and Low." She was called on the stage during the performance and introduced as America's "Sweetest Girl" amidst a round of applause so hearty that she



By virtue of being chosen "America's Sweetest Girl," pretty Helen Robinson (above), Ohio State University Co-ed enjoyed a trip to New York and a week's visit to Cuba. Miss Robinson, whose home is in Columbus, is a great-great grandniece of President Van Buren.

had to return to the spotlight after having started back to her seat in the audience. The day concluded with a supper in her honor given by the management of the theater. It is understood that Miss Robinson may accept a moving picture offer in order to get enough money to return to Ohio State University, where she has been preparing for her life work—the instruction of the deaf and dumb.

On January 21st America's Sweetest Girl sailed on the Ward Line Steamship *Oriente*, for a week in Havana as the guest of the Hotel Plaza.

Few efforts to promote the popularity of confectionery have had a greater public acceptance than this contest to find America's "Sweetest Girl." So successful and pleasant have been all its contacts that the National Confectioners' Association plans to repeat it on even a wider scale in connection with this year's celebration of Sweetest Day.

### Tariff on Chocolate and Pineapples Up for Consideration

IN notices recently issued the United States Tariff Commission announces investigations to be made with a view to the revision of the tariff on pineapples and on cocoa and chocolate, sweetened or unsweetened, in bars or blocks weighing few pounds or more each.

The investigation on pineapples refer of course, to fresh pineapples. While the candy industry is interested primarily in the preserved fruit (in cubes and other forms) any change in the tariff on the fresh fruit will affect the price of preserved pineapple and therefore will be of interest to the industry.

These and other investigations will be followed closely by a representative of THE MANUFACTURING CONFECTIONER and reported upon and interpreted with respect to their significance to the candy industry.

### Dr. Bass Joins Borden Company

BEGINNING the first of February, Dr. Lawrence Wade Bass, who for the past two years has been a member of the executive staff of Mellon Institute of Industrial Research in Pittsburgh, took over the post of Assistant-Director of the Borden Company in New York.

Prior to his connection with the Mellon Institute, Dr. Bass was associated with the Rockefeller Institute of Medical Research and was holder of a national research fellowship in Chemistry at Yale University. He has made many contributions to the literature of photochemistry, stereochemistry, complex salt, proteins, nucleic acids, enzymes, chemical economics, and industrial research management. Recently he has been devoting much time and special study to problems of dairy technology.





## Your Advertising needs H. E. this Year

**P**RETTY pictures won't do it. The most carefully-written copy won't do it. A big advertising appropriation won't do it alone . . . won't come within a mile of putting it over profitably. No, indeed.

Advertising that sells candy to the trade and to the consumer at a profit during this year of keener insistence on values will be advertising that carries plenty of H. E. **High Explosive!** It will be advertising that is rich in ideas. Ideas that jolt the jobber, the retailer and the consumer out of their casual, easy-going habits of looking at magazine, newspaper and outdoor advertisements and, all too often, seeing nothing. Ideas that because of their interest compete with Henry Ford, the Athletics, Einstein, the skirmishes of warring gangsters, Clara Bow, and Notre Dame in the news of the day.

Time was when a series of advertisements, reasonably well-planned and well put together, could be expected to help sell merchandise in a profitable manner. Naturally it was necessary that they tell the truth about the goods in an agreeable manner and without wasting the reader's time. If they caught the reader's viewpoint, so much the better.

Competition is intense enough today among products and industries to render ineffective the sort of tame advertisement that would have been regarded as a money-maker not so many years ago. In the field of consumer advertising I think it is pretty generally true that it is no longer



"Oo-o-o la! la!" Paris said

and forthwith selected the quality of Societe Hard Candy by awarding it the Grand Prix with Gold Medal.

What a triumph!—first prize against the world's best—and right in the happy hunting grounds of the most exacting connoisseurs that ever lived!

"Not undeserved, though!" say the thousands of Societe Hard Candy "fans" who've enjoyed its exquisite

business for years. . . .

"There's a reason", smile the Societe master candy makers who put those super-fine ingredients—the tested sugars, the pure syrups, the imported fruits, nuts and spices—into this world champion.

You can get Societe Hard Candy—just the kind that won the Gold Medal—at your candy counter any time.

*Societe* HARD CANDY



enough to describe the product faithfully, to tell what it will do and top off the advertisement with an illustration of a happy child eating a candy bar or a confident hostess placing a good-looking dish of candies on the dinner table. That's

been done so many times in the past that it doesn't stop the reader any longer. He sees the advertisement, but it doesn't register. It hits him. But without enough force to penetrate. High Explosive is needed.

Similarly in the advertising of candy manufacturers appearing in publications reaching the trade the need has begun to exist for more power. Here, too, it is beginning to be realized that advertisements must be more than announcements, if they are to grab and hold readers' attention. Too many advertisers, in the first place, neglect to realize that trade publications are being followed by their readers now more closely than in the past. Editorial standards have been raised. Greater effort than ever is being made on the part of these publications actually to serve. In spite of this many an advertiser goes on month after month announcing the items in his line and inviting inquiries. Inviting them? Yes, with the warmth and cordiality of a jobless chap inviting the radio dealer to call and collect this month's instalment.

H. E. means better value in merchandise . . . demonstrably better value. No writer of advertising has been discovered yet who can think up better material for good copy improvements in the merchandise itself. What can you give your customers that they want but can't obtain at present? Answer that question and you've produced some High Explosive for your advertising. Wrapping two bars in one





## "Get out

*I'm tired of you salesmen giving me colds!"*



Take an Luden's Novelty Orchestra, every Wednesday evening 8:30, Southern Standard Time, over WJZ, New York, and Associated N. B. C. Stations.

There is no excuse for menacing the health of others by careless coughing and sneezing. Because you have a cold is no reason for passing it along—spreading contagion wherever you go. Take a Luden's—for Quick Relief.

Carry a package with you—keep a package at home—in the office. And at the first sign of trouble, slip a Luden's into the mouth. You'll get relief in 30 seconds. You'll save yourself endless annoyance and others much embarrassment.

Luden's exclusive Menthol Action does the work—quickly and easily. It cools the nose and throat; soothes the troubled nerve-ends; clears the head.

**LUDEN'S** In the familiar yellow package 5c. (10c in Canada.)

package, as Williamson is doing with Mates, is an example. Whitman's featuring of the telegraph delivery idea, used with conspicuous success by the florists for so many years, is another.

In its advertising in England I notice that Nestlé has featured premiums several times, silk stocking and phonograph records among other things. The results secured are not known to the writer, but the advertising stands out, defying readers' indifference. Not so many years ago the lemon-drop business was pretty close to being a joke. Then Schall's out in Iowa brought out a quality drop, shaped like a big juicy lemon. They packed in an unusual wooden box for counter display and advertised it. That was and is merchandising. It's typical of the sort of stuff I've chosen to call High Explosive here. The sort of stuff that clicks.

Remembering the small boy's penchant for collecting stamps the Walter H. Johnson Company of Chicago decided to offer five foreign stamps with one of its bars. The bar was named 4-N Stamps. Two unusual ideas. Lately I've noticed

this same company putting a little H. E. into its trade paper advertising by offering jobbers and their salesmen sample kits free. Contrast this method of arousing the distributor's interest and co-operation with the more familiar practice of simply using space to list the lines or items that the house makes and "invite" inquiries.

Men whose job it is to get candy into the retailer's hands and then to help him move it quickly and profitably long ago learned to study chain and department store methods of merchandising. In like manner men who are responsible for extracting every last ounce of results from candy advertising dollars can study the advertising of others. Look around you. Analyze the advertising of the big cigaret advertisers—Chesterfield, Old Gold, Spud, . . . yes, even Lucky Strike, although Lucky's recent violet-ray campaign featuring the perspiring faces of America's industrial giants struck the writer as being more crass than forceful. Analyze the current Schrafft's campaign or some of the recent Maillard advertising.

High Explosive hits and penetrates. And that, Mr. Manufacturer, is precisely what your advertising must do this year. Good copy may do it for you but not alone! The skillful use of type may do it. The illustrations you use will help. The chances are greatest, however, that an original idea will do it—an idea that the buying public and the trade can't ignore.

The advertisements reproduced here are not offered so much as examples of H. E. in candy advertising as examples of what has appeared recently.

### In the Rue de la Paix Manner

THE Imperial Candy Company's Société Candies won the Gold Medal at the Exposition Internationale, Paris, in 1929. Naturally the company wanted to acquaint the public with that happy fact. The Advertiser considers that the job was well done with the advertisement shown here. There's a piquant Parisian atmosphere to this one. Here's Irene Bordoni, herself, or her cousin and a human-interest headline. No crowding. Beaucoup white space to make the ad jump out

of the heterogenous surroundings of the newspaper page, and a modern type face. A smart, piquant piece of copy that puts its story across and yet preserves the dignity that one should wear when dusting off one's decorations. Don't overlook the parent appeal at the bottom of the ad.

### A Good Example of H. E.

THIS Luden's advertisement is what I'm talking about when I say "High Explosive." Plenty of wallop in the illustration and in the headline, too. It's hard to pass over a piece of copy such as this. A few years ago some of the wiseacres would have condemned this on the grounds that it had a negative appeal. They know better now. The success of Listerine, and a few other outstanding products that leaned heavily on the negative appeal in their advertising changed all that. Here is a dynamic advertisement . . . one with the strength and boldness that salesmanship (and advertising) demands today. The manner in which the type fits the underlying idea is worth remembering.

### Colorful, Forceful and Different

MERLE BATES, advertising manager of Life Savers, Inc., says he doesn't know exactly why the advertisement shown here seems to have met with such general favor. His idea is that it is perhaps due to

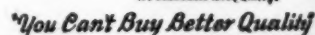


HERE is an interesting example of the rather skillful use of small space. This Mrs. Stevens advertisement appears here occupying just about the same amount of newspaper space it took in the Chicago Tribune. There's lots of copy here but not so much that there wasn't room for an illustration. The addresses of the firm's nine stores were almost too small to be read but it's hard to have everything. If anything is wrong here, it is that the advertiser has tried to include everything. Some visibility is sacrificed to the feeling that every possible word of copy must be squeezed in. Not a weak advertisement—far from it—just a little crowded.

**P**ICTURING candy accurately and appetizingly in black and white is not an easy task. It can be done, but the artist has not done it here in this Socatch newspaper advertisement. Here we have, to be sure, a certain degree of the modernistic and high visibility. Any make-up man would have a hard time burying it on a newspaper page. So much for this advertisement's design and display values

the "unusual treatment of its 'orange' appeal." Certainly that treatment is a most important factor. The Life Saver appears to be bursting through the orange peel. Co'lor helped this advertisement tremendously, although my guess is that it would have been an impressive piece of copy in black and white. As it appeared the background was in shiny black with the illustration in a brilliant orange. The copy, which you may be able to read in the reproduction here, was as juicy as a ripe orange. I thought the inclusion of the newspaper-style headline was a happy thought which gave the whole job just a little extra forcefulness.

**T**HERE is hardly a place in this Brandle & Smith advertisement to which the critic can point and say, "Here is a weak spot that ought to have been reinforced." Yet taken as a single advertisement, apart from the series in which it is a unit,



which the Advertiser rates as good. The illustration of the fudge is not good. As for copy, there is so little that no comment would seem to be required. Judged by its ability to get over the firm name, I don't question this advertisement's value. Whether or not it sold more than that to readers . . . well, that's something else. This advertisement, it seems to the Advertiser, is more likely to please the creator of advertising who is naturally thinking in terms of technique than the business-man who sees advertising only as a means to more sales.

# SOCATCH

## TWELVE KINDS OF FUDGE

544 N. MICHIGAN

You will find a delightful assortment of fine fudge, maple and chocolate with a variety of nuts, including pistachio.

70c the pound

544 N. Michigan  
3126 Broadway  
2044 Lincoln Park West



[Many a crime has been committed against the consumer through the re-use of "scrap" materials. Admitted. Yet there are some unsalable goods which can be transformed into profitable merchandise by the experienced candy maker, just as the frugal housewife and the skillful chef can create tempting dishes from the "leftovers" of the day before. The purpose of this department is not to encourage a cheapening of quality but to show the candy maker how profits can be legitimately reclaimed from some of this otherwise waste material.]

**L**ET'S take a look around the factory this month and see what disposition is being made of plant wastes. Any investigation of this sort will show us where, by the application of a certain amount of ingenuity and care, we can effect some very substantial savings.

A careful candy maker can save his employer a lot of money in the course of a year. For example, when he washes out his kettles, instead of letting that waste water go into the sewer, he can use it in his next batch. Again, in taking batches out of the kettle, he will carefully scrape out *all* of the candy. We have seen kettles which have had from 4 to 8 pounds of candy left around the inside and on the scrapers. Especially where small kettles are used in removing batches from the cooking kettles, waste can run into large poundage if the candy makers are careless about this.

When opening cases of cocoanut, maple sugar, raisins, figs, etc., have the men spread clean canvas or a large piece of clean paper on the floor beforehand. Then when some of it does become scattered, it will not get on the floor and be made unfit for use. Where cases of coating are opened and broken up before being put into the remelters, this same thing should be done. The amount of material saved in this manner in the course of a year will represent a very tidy sum of money.

If not closely watched, a great deal of waste will pile up in the cutting department such as nougats,

cocoanut plantations, cocoanut paste, fig paste, and so on. It is a very simple matter to use up this sort of waste but if it is left to lay around in large lots too long, it is very apt to become mixed with other waste materials and become contaminated and wormy.

The same applies to the dipping room. Here, centers badly shaped or too soft, badly cut pieces, pieces covered with too much starch and pieces that have bad holes or bad bottoms after dipping, should all be collected and returned to the cooking room each day where such material can again be utilized.

Watch your chocolate department for possible economies. Cocoa butter that comes in bags is generally opened up on the floor. The men handling it can easily waste a pound or two if they carelessly lose some on the floor or leave some in the bottom of the bag. This also applies to the handling of sugar.

Let's not overlook the shipping department either. Look at those broken cases and cartons, wrapping paper and cord strewn all over the place. Let the boys in this department know that you have inaugurated a waste prevention campaign and put the responsibility directly up to them for the eliminating of this useless waste of materials.

A department that very often overlooked or perhaps we should say one which is not watched closely enough, is the receiving department for raw materials. All incoming raw materials should be weighed in order to get the tare and the net.

Be sure your receiving department has a good set of floor scales and also be sure that the receiving clerk is making use of it.

The returned goods or adjustment department is one unit of your organization that should be under the supervision of a competent man—one in fact advanced in candy making should be in charge. The right man can effect a very substantial saving for you. He will know, for instance, the candy that can be used *as is*, as distinguished from that which will have to go to the scrap heap instead of consigning it all to the latter place. A good man in charge here will be worth all the money you pay him.

*(How have you disposed of your returned goods and other scrap materials? Five dollars will be paid for each practical idea on the utilization of plant waste acceptable for publication in THE MANUFACTURING CONFECTIONER. Complete working instructions should accompany your suggestions. Send all ideas to the New York Office of THE MANUFACTURING CONFECTIONER, 303 West 42nd Street.)*

#### Mr. May Returns from Hawaii

Mr. J. S. May, representing The Blanke-Baer Extract & Preserving Company of St. Louis, has just returned from a six weeks' trip to the Hawaiian Islands, where he combined business with pleasure. Mr. May reports he found business exceptionally good over there and is quite enthusiastic over the future possibilities in business in the Islands.

#### J. W. Greer Company Increases Capitalization

The J. W. Greer Company have increased their capital stock from \$100,000 to \$200,000, the present stockholders making an additional investment in cash of \$100,000.

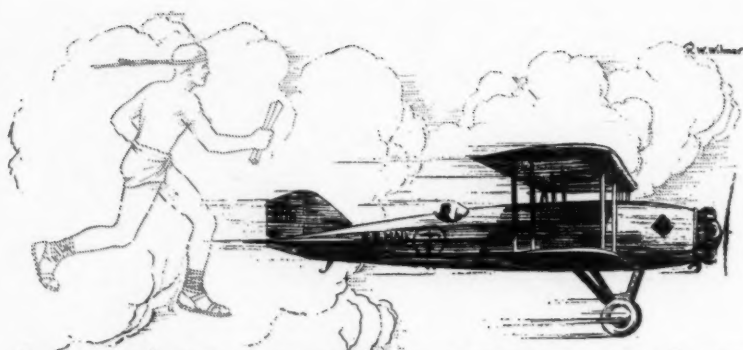
Their increased capitalization has been brought about by the very successful year's business experienced in 1930 and their 1931 outlook is so promising that it will necessitate increasing their present facilities for production.

Last year they bought 225,000 square feet of land in Watertown on the B. & M. railroad, which is only 22 minutes by auto from the North and South stations. Building No. 1 was completed in October last year and is already being used, and the plans are reading for building No. 2 which will be built this year. It will be 60 ft. x 360 ft. and up to date in every respect for manufacturing their equipment.

#### Robert Gair Company Add to Their Staff

G. A. Vollmer, formerly vice-president of the Kieckhefer Container Corporation, and C. H. Andrews, formerly of the Robertson Paper Company, have joined the sales staff of the Robert Gair Company, 420 Lexington Avenue, New York City, where they will assist in the expansion of container and folding box sales.





## AS WE SORT THE MAIL

Questions addressed to this department will be answered by us from month to month. Readers are invited to make this a forum for informal discussion of subjects of general interest to the candy industry.—The Editor.

### From Across the "Fond"

FIRSTLY, please let me wish you all that is best for the coming year. I still have so fresh in my mind the pleasant time I spent in your company just three years ago.

Further, please let me compliment you on the December issue of THE MANUFACTURING CONFECTIONER. It was what we English call "top-hole." I have read every page of it with the greatest of interest, and under the heading of "New Patents," I am desirous of getting into touch with three individuals mentioned there.

I believe that there are possibilities for these in Europe, and if at no great trouble to yourself, you could give me full addresses, so that I could communicate with these individuals, I should very much appreciate it indeed. I believe, too, that they would be quite satisfied, and it would point out to them that your paper is read with interest across the "pond."

J. B. H., London, England.

### Here's a Good Question

WOULD you be kind enough to explain in one of your future issues the following:

What is the reason for chocolate dipped walnuts, brazils, etc., turning the chocolate grey within a short time?

Can they be satisfactorily treated to eliminate this condition.

H. L. C., Toronto, Canada.

### ...and the Answer

The greater tendency of chocolate coated nuts to grey as compared with chocolate coated creams is due to the oil in the nuts and is the more pronounced the oilier the nut and particularly

so with nuts containing oils of very low melting point. The oil in the nuts behaves somewhat like the low melting point fractions of cocoa butter and mixes with the cocoa fat, and when temperature fluctuations are favorable—separates at the surface of the chocolate together with certain fractions of the cocoa fat, thus causing greying or "fat bloom." It is sometimes noted in assortments of chocolate coated pieces that only the ones with nut centers show greying, this being the case when the temperature conditions are not very severe and are just sufficient to cause greying of the most susceptible pieces.

A remedy is to give the nuts a protective coating (say with a gum solution) before dipping. It has also been claimed that foiling chocolate coated pieces retards greying. When only a limited number of chocolate dipped nuts is included in an assorted package and it is desired to include a few foiled pieces to improve the appearance of the box it would be a good idea to foil the chocolate dipped nuts, rather than other pieces. It has been claimed further that the more closely and evenly the foil is applied to the piece, the more effective it is.

Nuts for chocolate dipping should be dried as follows: Almonds, peanuts, filberts and cashews should be dry roasted. These nuts will not keep if oil roasted. Brazils, pecans and walnuts should be heat treated until they are thoroughly dry but NOT ROASTED.

It is best to dip all nuts twice. In other words dip once in a thin coating and let stand until this coating is thoroughly cooled then dip the second time in a heavier coating. The temperature of the coating when dipping nuts should not be higher than 89 degrees F. Dipping nuts in this manner will help to prevent "bloom," but will not overcome it one hundred per cent. If nuts are to be stored in the factory for any length of time they should be kept in a temperature of about 55 degrees F.

### This One Is for You, Mr.

#### Whymper

ON page 35 of the January issue of THE MANUFACTURING CONFECTIONER, in an article by Robert Whymper which we found exceptionally interesting, he says:

"I have before me at the moment undoubtedly the finest flavored chocolate on the market for eating purposes, and it is far coarser in texture than any other European or American brand: The true flavor of a very fine cacao has been retained, without loss, by rational treatment."

The writer would be personally very much interested in securing, confidentially, the name of the chocolate to which he refers.

We have for years tried to make a high-grade line of chocolates. The question of flavor and aroma has been uppermost in our minds as the primary requirements in the purchase of chocolates.

I wish to congratulate your magazine on securing this excellent series of articles. I hope it will be possible for you to secure more of the same type.

R. E. C., Lincoln, Neb.

We'll advise you by letter, R. E. C. Glad you have enjoyed this series. Mr. Whymper has prepared additional articles for us—watch for them.

### Requirements for Making Frozen Custards

Can you give any information leading to a manufacturer or supplier of either the machinery or the ingredients (powders, etc.) used in the production of frozen custards? If so I would very much appreciate it if you would inform Mr. —, sending the writer a copy of your letter.

Hoping you can give us a lead, I am,  
G. Y. J., Washington, D. C.

At the request of Mr. — we are glad to enclose herewith some formulas for the production of frozen custards together with a list of the names of manufacturers of equipment used in the production of this confection and also the names and addresses of manufacturers and dealers selling the raw materials and ingredients required.

### Acknowledged with Thanks

I am pleased to acknowledge receipt of your letter of January 22nd and the formulas for the production of frozen custards, together with the inclosed list of the names of manufacturers of equipment and addresses of manufacturers and dealers selling raw materials and ingredients.

This information is just what I wanted and will be very useful to me in making the necessary arrangements incidental to establishing a retail outlet for frozen custards in this city. Your kindness in furnishing the information inclosed with your letter is greatly appreciated.

D. P. L., Salt Lake City, Utah.



## THE MANUFACTURING CONFECTIONER

### Interested in Cellulose Cans

**WILL** you please send us a copy of the article digested in your last issue of Technical Literature on the subject of Cellulose Cans. If you do not have a copy of this, please advise where we can obtain same.

O. B. E., New Orleans, La.

... and Another

**I**T was with great interest that we read an article in your magazine of December, 1930, called "Cellulose Cans Arouse Interest." We are interested in learning more about the product known as "Macolite." Will you please put us in touch with the proper party at your convenience?

Reference to this material was made on page 57.

S. F., Rahway, N. J.

*We are very glad you found the article on Cellulose Cans which appeared in our December issue interesting. The manufacturer of this product known as "Macolite" is:*

Macolite Container Corp.,  
139 Franklin St.,  
New York City.

*We have referred your inquiry to Mr. McCall of the above concern and believe*

*he will get in touch with you and furnish you with whatever information concerning this product you may like to obtain.*

### Thanks to the Clinic

**WE** appreciate very much your letter of the 16th, as well as the constructive suggestions made on the Box in the Candy Clinic.

We think your suggestions are in order, and these will be taken into consideration in making some slight changes in the assortment.

With best wishes, we are,

M. L., Atlanta, Ga.

**WE** were pleased to see that our candy had been analyzed in your laboratory. We found the note in the magazine before we received your letter. We were particularly pleased with the report the Clinic gave on our candy.

We have been manufacturing this three pound package of candy at \$1.00 for about five years and have built up a wonderful business on it.

Will you please send us a few reprints of the analysis, and oblige.

J. C. S., Chicago, Ill.

considerable saving to be realized through a substantial reduction in labor costs and further material reductions in commodities that there is only one course to take—that of mustering courage to ask a larger profit, unless we are to continue following the beaten path of red figures and the road to failures and bankruptcies.

Some are much concerned over the manufacturing retail candy chains, who, during eleven months of the past year, we note from the sales figures given out by the Department of Commerce, show a decrease in sales of less than 1 per cent, compared to a decrease of more than 10 per cent in sales as reported by some 389 manufacturers controlling approximately 88 per cent of the wholesale business.

The problem of supplying chain stores who do not manufacture, on some basis equitable to other retailers is not satisfactorily solved to all.

Many retail chains having mastered the science of merchandising are increasing their sales of confectionery each year; whereas, the sales of the many thousands of individual store outlets are diminishing and the manufacturer is taking a shrinking gross profit and constantly mounting sales cost each year. What the answer to all of this may be is a serious problem. Perhaps some answer may be found in the trade association.

### Constructive Cooperation

There is strength in cooperative association, and in the candy industry we need more association members. One of our greatest statesmen once said, "Every man owes some of his time to the up-building of the profession to which he belongs." It seems to be only good business to join the organization of the man in one's own line of endeavor, to get acquainted with business associates and help carry the load.

Men who support their trade associations are entitled to share in the benefits received therefrom. It seems to me that one of the best ways to solve some of our problems is to get together, shoulder to shoulder, in round table conferences and make our neighbor manufacturers our business partners. Their problems, we usually find, are much the same as our own, and doubtless some help can be found in more friendly conference and better planned cooperation.

## Plotting Your Course for '31

(Continued from page 39)

believe that the various zones of our Association could carry on *inexpensive cooperative educational and advertising work* in their respective territories in which they could make profitable use of a lot of the subject matter and literature furnished by our advertising department, and thereby greatly support the general advertising campaign.

Another thing upon which our progress seems to depend and which is of much concern to us, I might suggest, is to find a way to make a profit on a smaller volume of business, as well as how to increase the sales of our product.

We have heard a great deal during the past year about the *Cost of Distributing*. I have read of a recent survey made by a well-known corporation which is claimed to show that there are *54 per cent more salesmen* calling on the retail trade than needed to secure the volume of business the retailer has to give. One of the principal factors contributing to the high cost of candy distribution is our direct selling expense and it is good business to analyze our market very carefully, figuring transportation cost, direct sales cost and other expenses pertaining to it, against the territorial possibilities and try to better control

the wasteful duplication of sales effort of our industry.

### Haven't We the Courage to Ask a Legitimate Profit?

Is it wise to continue trying to absorb the industry's over-capacity by forcing consumption through excessive sales cost and price cutting, with continued starving profits, or are mergers and consolidations as in many other industries the better way? All business is certainly entitled to a *reasonable profit* return on investment. *Candy manufacturers, as a whole, seem not to have the courage to ask a legitimate living profit for their merchandise.* In a manufacturing business it is not unreasonable to expect a profit of 10 per cent on sales.

In our industry profits run from deep red figures up to profits of considerably less than 10 per cent on sales with few exceptions, with an average profit according to the last figures given out, as I remember, in the neighborhood of 2 per cent on sales; and certainly no industry can make creditable progress without being sustained by more profitable returns on its investments and upon the service it performs to the public.

It would seem that without some

# Allied Trades Showing Lively Interest in Exposition

## Sale of Exhibit Space at N. C. A. Convention Far Ahead of Former Years

By Walter C. Hughes

*Secretary, National Confectioners' Association*

**M**ORE than 50 manufacturers of equipment and supplies used in the production of confectionery have signed contracts for exhibit space in the 8th annual exposition to be held in conjunction with the National Confectioners' Association convention in Chicago during the week of June 1st. Practically half of the space available at the Hotel Stevens exhibit hall has been taken.

Since the first announcements were mailed to prospective exhibitors less than a month ago this response is regarded as especially gratifying. Reservations this year up to February 15 are far ahead of any of the former years. Since space is being assigned in the order of the receipt of applications, delay should be avoided.

To N. C. A. officials this early response indicates that the industries allied with confectionery are looking an early resumption of normal business. It demonstrates, too, the fact that they have found the exhibit an economical and thoroughly satisfactory manner in which to contact old customers and meet many new ones.

### Big Attendance of Production Men Expected

This year will probably find more factory superintendents and production managers from candy factories in every section of the country than ever at the Exposition. They will be there for the specific purpose of discovering what is new and adaptable to their business. They will be looking for materials and processes that will enable them to increase further the quantity, quality and sales of their product.

One of the outstanding exhibits at the Exposition will be a practical demonstration of manufacturing candy by a hookup of several rep-

resentative exhibitors. All steps from the raw materials to the finished product, wrapped and packed in boxes ready for shipment, will be demonstrated. This is an entirely new feature. The latest in machinery, processes and materials will be employed. It will be interesting as well as educational. The first page advertisements of the Exposition in the trade papers appear this month and will continue through May.

More and more each year the industry realizes and is using the Exposition as a "clearing house" for new processes, ideas and materials helpful to their business.

Among the prominent firms who have already taken space are the following, some of whom have recently joined the National Confectioners' Association:

National Equipment Company, Springfield, Mass.  
Package Machinery Co., Springfield, Mass.  
Racine Conf. Mchy. Co., Racine, Wis.  
Carrier Engineering Co., New York, N. Y.  
Nulomoline Company, New York, N. Y.  
Corn Products Rfg. Co., New York, N. Y.  
Pilliod Cabinet Co., Swanton, Ohio.  
United Chemical & Organic Prod. Co., Chicago, Illinois.  
Blanke-Baer Extract & Pres. Co., St. Louis, Mo.  
A. Huhn Manufacturing Co., Minneapolis, Minn.  
Clinton Corn Syrup Rfg. Co., Clinton, Iowa.  
Confectionery & Ice Cream World, New York, N. Y.  
Eppelsheimer & Co., New York, N. Y.  
Morrow Bros., Inc., Roxbury, Mass.  
Foote & Jenks, Jackson, Mich.

John Werner & Sons, Inc., Rochester, N. Y.

National Bundle Tyer Co., Blissfield, Michigan.

T. C. Weygandt Co., New York, N. Y.

Thos. Mills & Bro., Inc., Philadelphia, Pa.

The Manufacturing Confectioner, Chicago, Illinois.

The Confectionery Buyer, Chicago, Illinois.

Vacuum Machinery Co., New York, N. Y.

Applied Sugar Laboratories, New York, N. Y.

American Molasses Co., New York, N. Y.

The C. M. Pitt & Sons Co., Baltimore, Md.

Henry H. Ottens Mfg. Co., Philadelphia, Pa.

Confectioners' Journal, Philadelphia, Pa.

F. J. Schleicher Paper Box Co., St. Louis, Mo.

DuPont Cellophane Co., New York, N. Y.

McGraw Box Co., McGraw, N. Y.

Triangle Package Machinery Co., Chicago, Illinois.

J. W. Greer Co., Cambridge, Mass.

National Aniline & Co., Inc., New York, N. Y.

Savage Bros., Co., Chicago, Illinois.

H. Kohnstamm & Co., Inc., Chicago, Illinois.

Atlantic Gelatin Co., Inc., Woburn, Mass.

Economy Equipment Company, Chicago, Illinois.

Emery Thompson Machine & Supply Co., New York, N. Y.

Penick & Ford Sales Co., Inc., Cedar Rapids, Iowa.

Hersey Manufacturing Co., South Boston, Mass.

White-Stokes Co., Inc., Chicago, Ill.

J. L. Ferguson Co., Joliet, Illinois.

## THE MANUFACTURING CONFECTIONER

Schultz-Illinois-Star Co., Chicago, Illinois.

Harry L. Friend, Boston, Mass.

York Ice Machinery Corp., York, Pa.

American Can Company, Chicago, Illinois.

Nussbaum Novelty Co., Berne, Ind.

The Wolfe Co., Chambersburg, Pa.

Knickerbocker Case Co., Chicago, Illinois.

General Foods Corp. (Franklin Baker Coconut Division) New York, N. Y.

### Western Confectioners Elect B. Guy Showley at Seattle

**B.** GUY SHOWLEY of Showley Brothers, San Diego, was elected president of the Western Confectioners' Association at the association's 16th annual convention, held at Seattle on January 27, 28 and 29. John Dudley Roberts of the Imperial Candy Company, Seattle, was elected first vice-president and Arthur Sweet, Sweet Candy Company, Salt Lake City, was elected second vice-president. Alfred Beaudry, Christopher Candy Company, Los Angeles, is the association's new treasurer.

Business among manufacturing confectioners in the west, it appeared from an exchange of opinions among those present, was about the same as in other sections of the country. Speakers on the convention program expressed the view that from now on definite improvement will show itself, the recovery period being extended over many months. Among the 30 or 35 who attended there was little evidence of pessimism concerning the coming months.

The time and place of next year's convention will be decided by the association's directors some time this fall. Since most of the small attendance at Seattle was made up of confectioners from Seattle, Tacoma and other cities in the section, it is likely that the association will meet farther south in 1932. One of the noteworthy features of this year's meeting was the golf tournament, won by Louis L. Ghirardelli of the D. Ghirardelli Company, San Francisco.

### John E. Clarke New Head of Candy Production Club

**JOHN E. CLARKE** of the Chicago office of Runkel Brothers, Inc., was elected president of the Candy Production Club of Chicago

by the directors following the club's annual meeting last month. Mr. Clarke is active in the Chicago Candy Club and in the Western Confectionery Salesmen's Association. Leonard Coates of the Fannie May Candy Shops was elected vice-president. Other officers chosen are: Secretary, F. P. Linneman, attorney, and treasurer, Hobart J. Thurber, White-Stokes Co., Inc.

The directorate of the club is composed of: (for 3 years) Leonard Coates, Fred W. Streit, Paul A. Semrad; (for 2 years) F. P. Linneman, H. J. Thurber, John E. Clarke; (for 1 year) Walter N. Whitehead, R. W. Framberg, Geo. Alexander.

The club, now starting on its second year, is in excellent financial condition. It meets on the first Monday of each month, usually alternating its meeting places between the Midland Club, Chicago, and its own quarters in the Evanston, Ill., home of H. J. Thurber.

### Candy Costs School Will Use Movies for Time Studies

**C**ONSIDERABLE interest appears to be manifesting itself in the short training course for Cost Accountants of candy manufacturers which will be held this spring from May 10 to June 2. It will be held at The Everett Resort, Eagle River, Wis., under the auspices of Fam Systems, Chicago, and with the endorsement of the National Confectioners' Association.

Fam Systems are introducing an unusual element into cost accounting training, having bought a professional motion-picture camera unit for the purpose of photographing various operations in candy plants. Pictures of production processes are now being made in a number of factories. At the Fam school in May these pictures are to be shown. It should be understood, however, that the purpose of exhibiting these movies is not to entertain anyone. They will be shown to enable the Cost Accountants present to make actual time studies of plant processes right in the class-room. As each reel is shown those present will hold stop watches on the job being performed. The effect is the same as going into a factory and actually timing the work being done.

Now, while the movies are being made, faulty methods as well as correct ones are being photographed to

enable the instruction to be most thorough.

It seems that the foundations for a uniform method of determining production costs in the confectionery industry—long the dream of more progressive manufacturers—are about to be laid. The Fam System was adopted by many producers of biscuits and crackers several years ago and is reported as having given entirely satisfactory results.

### Voluntary Chains in Foreground at Wholesalers' Meetings

**T**HE voluntary chain movement among grocers naturally occupied the foreground of discussions at the annual meeting of the National Wholesale Grocers' Association in Chicago January 19, 20 and 21. The evening of the first day of the gathering was devoted to a voluntary-chain clinic. This session drew the biggest attendance of the annual meeting. Not a seat in the Gold Room of the Congress Hotel was vacant as President Thomas F. Branham quieted the swapping of small talk with his gavel and brought the meeting to order.

"Merchandise control means buying the right quantity and quality at the right time," Walter V. Davidson told his listeners in the evening's opening talk. "Theoretically your old-time jobber was always in the market to buy anything, so long as the price was right. The modern wholesaler realizes that he is the source for his retailers for fresh, complete stocks of merchandise that will turn fast."

The wholesaler can be a competent source of supply for retailers and he can make money for himself only if he maintains an accurate perpetual inventory, Mr. Davidson said. He must ship to customers in standard units and make use of modern tabulating machinery that will permit of the inventory being translated into a stock record.

### Teach Retailer to Earn and Take Discount

**A**NSWERING the question, "Are retailers who do not discount their bills satisfactory members of voluntary chains?" John Morey of the Morey Mercantile Company, Denver, said, "The extension of credit is one of the wholesale grocer's functions. He needs to extend it often to customers who don't discount their bills,



## THE MANUFACTURING CONFECTIONER

but he should educate the grocer to earn and take his cash discounts. There are frequent cases where a grocer who does not discount his bills is a thoroughly satisfactory member of a voluntary chain.

"On the other hand some grocers who discount their bills have been very unsatisfactory members. Other things being equal the customer who earns and takes his discounts is preferable. But loyalty, volume of purchases, etc., are so important they must not be overlooked. It is up to the wholesaler to get his customers in shape so that they can do business as it should be done. For the first time I think we are now doing something for retail grocers instead of talking about doing something."

### 1930 Shows Poor Yield of Sicilian Pistachios

ITALIAN pistachio production is confined almost exclusively to Sicily where, it is estimated, approximately 9,900 acres are devoted to its cultivation. As is the case with most nut crops in Sicily, good and poor crops usually alternate and as the pistachio yield in 1929

was especially large, a smaller crop was expected in 1930. This last crop was also subject to very adverse weather conditions during the early growing periods in April and May. As this nut is produced over widely segregated parts of the island, it is extremely difficult to obtain even an approximate estimate of the entire crop.

Some estimates place the 1930 yield at not more than 55,000 pounds of shelled nuts, which may be compared with a normal yield of 440,000 to 660,000 pounds. Stocks available for export, mostly from last year's crop, are estimated at from 220,000 to 440,000 pounds. The 1930 crop is of relatively poor quality and therefore difficult to dispose. Leading exporters at Palermo were quoting 73 cents per pound, C. I. F., New York basis, packed in 112-pound cases net, at the beginning of December. Shelled nuts at Messina were quoted at 55 cents, delivered at purchasers' warehouse basis, on December 12, 1930. It was reported that pistachios from Syria were offering very keen competition to Sicilian nuts, and that Syrian pistachios were being offered at 50 cents per pound, C. I. F., New York, in early December, with requests for counter offers.

Exports from the whole of Italy during recent years were reported as follows, in pounds:

Year.	Shelled.	Unshelled.
1924.....	343,697	25,132
1925.....	197,832	2,866

1926.....	184,201	.....
1927.....	249,393	216
1928.....	225,852	5,238
1929.....	460,692	133,731

Exports from the whole of Italy during the first nine months of 1930 amounted to 455,470 pounds, chiefly to United States, England, Germany and France. Exports from Sicily during 1929 were as shown below, in pounds:

Country of Destination.	Shelled.	Unshelled.
Belgium.....	386	.....
Denmark.....	2,546	.....
Finland.....	220	.....
France.....	56,067	5,273
Germany.....	60,000	.....
Great Britain.....	92,974	.....
Malta.....	1,543	.....
Norway.....	441	.....
Netherlands.....	16,008	.....
Spain.....	496	.....
Sweden.....	4,178	.....
Australia.....	558	.....
Algeria.....	55	.....
Egypt.....	28,056	.....
Libia.....	110	1,111
Tunisia.....	24,361	2,231
Argentina.....	551	.....
Canada.....	3,915	.....
Mexico.....	2,690	.....
United States.....	165,737	125,116
Total.....	460,692	137,731

—From Foreign and Domestic Commerce Report.

### Miller & McKelvey

Miller & McKelvey, Inc., of 60 East 42nd street, New York, are going to handle the J. W. Greer & Co. line of machinery. They have offices in both New York and Chicago.



Samples  
on request

## CONTROLLED STANDARDS

Back of the uniform excellence of Runkel's fine chocolate coatings and liquors is the great Runkel plant equipped with every known improvement in machinery and device—with its modern laboratory which fixes and establishes the exacting Runkel standard of quality. Here is your assurance of ALWAYS procuring that fine, smooth texture, rich color and inimitable flavor which distinguish Runkel's coatings.

Runkel Brothers, Inc.  
New York Chicago Boston Philadelphia

**Runkel's**  
Established 1870  
*Chocolate Coatings*



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